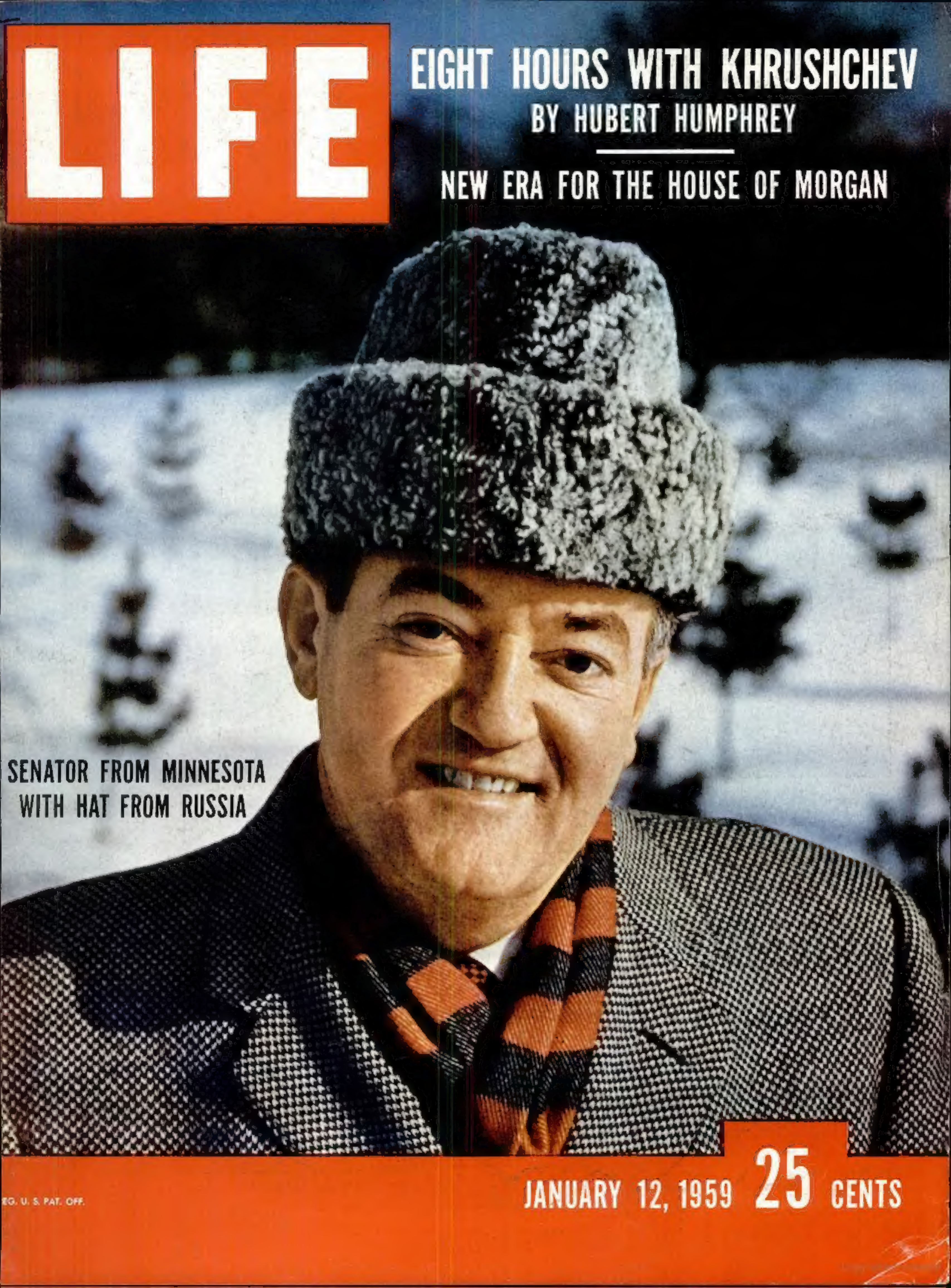


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BY HUBERT HUMPHREY

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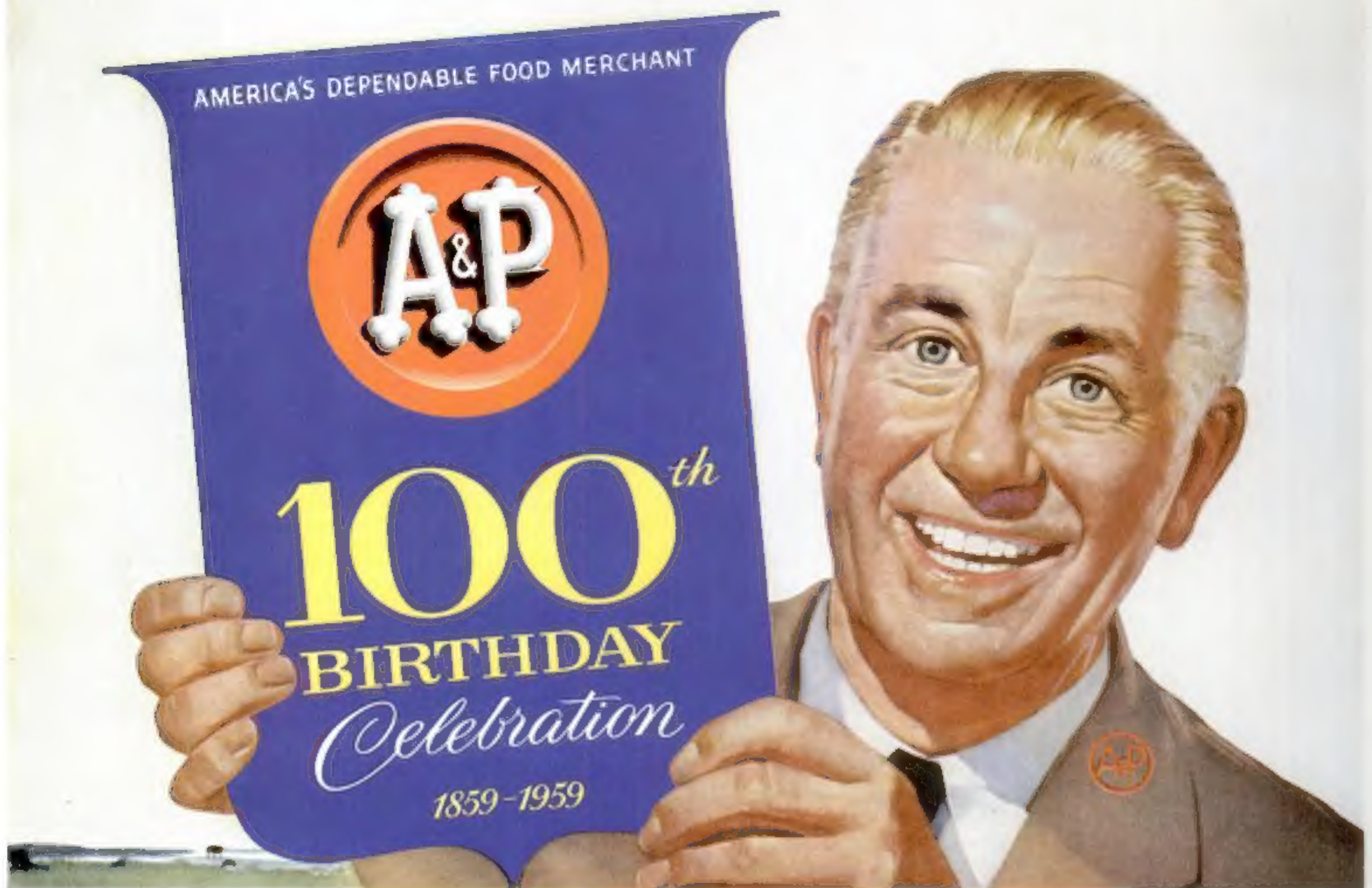


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SATISFYING VIEWS OF MAN ON MAKE

"Man's life's a vapor, full of woes," runs an old song, "he cuts a caper, down he goes." For centuries priests and sages and indeed history itself have been telling us that man and his earthly works will be destroyed by change and fall to dust. But with a stubbornness that frequently achieves greatness, man goes on working as if the monuments he raises, the governments he sets up, the art he painstakingly fashions could last forever. In this issue LIFE presents the thrilling and inspiring stories—from the distant and medium past and from the present—of some such efforts.



CUBA'S FIDEL CASTRO

The new master of Cuba, for example, is a young diehard idealist named Fidel Castro (p. 10). Five years ago, when he began his revolution with a few score followers, nobody gave him a chance to win. But he has now overthrown a powerful dictatorship. If Castro had been impressed by common-sense odds, he would never have left his law practice to help his country.



THE J. P. MORGAN

Pre-eminent amongst those who have successfully laid up treasures upon earth was J. P. Morgan. With consummate skill he built the House of Morgan (p. 71) into an institution so powerful it seemed impervious to change. But change, which has cut into the bank over the years, now reaches even the great

name itself. Soon it may become the Morgan Guaranty Trust. Though old J.P.'s most personal monument takes a new form, others he created live on—his art collection, the big corporations he formed.

The closest man ever comes to scoring permanently over change and decay is illustrated by the essay on a 2,800-year-old golden bowl found in Iran. A soldier, whose skeleton was uncovered with the bowl, saved it in a holocaust. He was just doing his duty, not worrying about posterity. But his brave act preserved the record of a people and culture buried and forgotten by history—and thus gave them a chance to survive in the minds of men.

And as we were going to press another of man's great thrusts took place—the Russian rocket to the moon. On page 29 we take note of this effort, which may result in the first man-made orbit of the sun. As details of this and man's succeeding advances into the ageless void of space are unfolded we'll be telling you more.



OLD BOWL'S MESSAGE

COVER

Senator Hubert Humphrey of Minnesota wears a Russian-style fur hat as a memento of his trip to the Soviet Union and his historic eight-hour talk with Nikita Khrushchev (see pp. 80-91)

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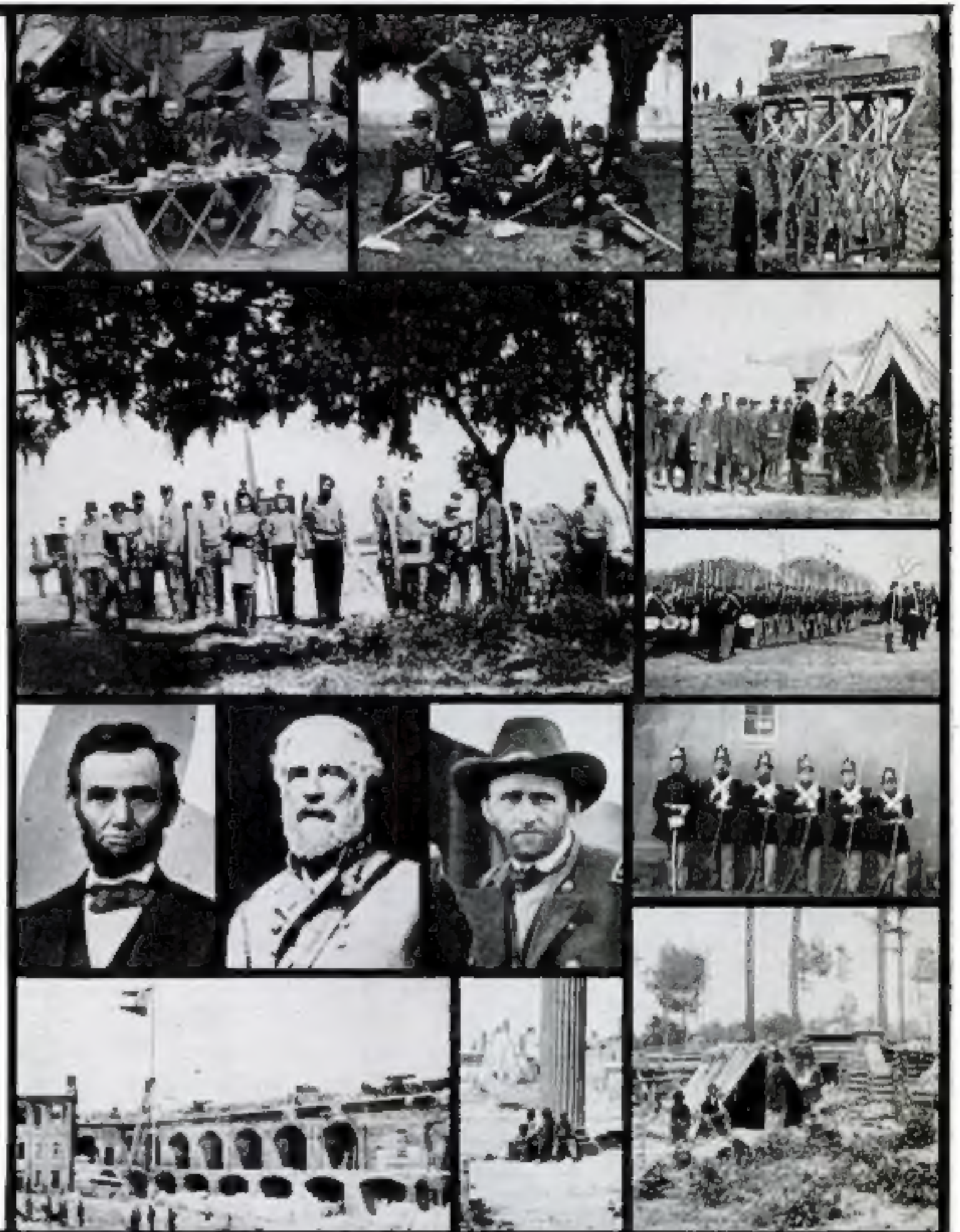
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LETTERS TO THE EDITORS

EDITORIALS

Sirs:

Your proposal for reunifying Germany ("Berlin: Let's Move Forward," *LIFE*, Dec. 8) through the diplomatic maneuver of moving the capital of the federal German republic to Berlin is indeed commendable. Berlin must never be allowed to fall to the Communists.

What bothers me, however, is that many persons and publications—thankfully, *LIFE* is not one of them—who advocate protecting Berlin at any cost were among those eager to write off Quemoy and Matsu as indefensible and nonstrategic. It is indeed a paradox.

EDWIN McDOWELL

New York, N.Y.

Sirs:

The answer I think would be to make the entire city of Berlin a free city, policed by a U.N. peace force. The U.N. has proved its ability to keep the peace in the Middle East.

KIRK JACOB

West Rindge, N.H.

Sirs:

In your editorial, "The Dollar and the Next Budget" (*LIFE*, Dec. 8), you wrote: "The idea that inflation is inevitable is fomented by many sophisticated people, including Harvard economists..."

I do not believe that any Harvard economist holds that view. There are some economists at Harvard who hold that it is most difficult to stabilize the price level without reducing output substantially below the level that it would otherwise be. These economists would, of course, much prefer stable prices and maximum output to a creeping inflation and maximum output. But choices have to be made. I think most of us prefer a 5% rise of output and a 1% to 2% inflation to stable or declining output and stable prices.

SEYMOUR E. HARRIS
Chairman
Department of Economics

Harvard University
Cambridge, Mass.

● Some Harvard economists, in short, argue that the alternative to a little inflation is an unacceptable amount of unemployment. This view, whether right or wrong, still foments the idea that inflation is inevitable.—ED.

DE GAULLE

Sirs:

Romain Gary's profile of General Charles de Gaulle ("The Man Who Stayed Lonely to Save France," *LIFE*, Dec. 8) was a masterpiece. Mr. Gary has succinctly explained why an aura of mystery has surrounded and must continue to surround this great man.

DANIEL P. COMAN

Chicago, Ill.

CHARITY BALL

Sirs:

May I compliment you on your fine article "Rise of the Charity Ball" (*LIFE*, Dec. 8). But why all the to-do over sending a man to design school? Couldn't the money have been used for a far more worthwhile cause?

L. MICHEL

Portland, Ore.

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THE MOON

Sirs:

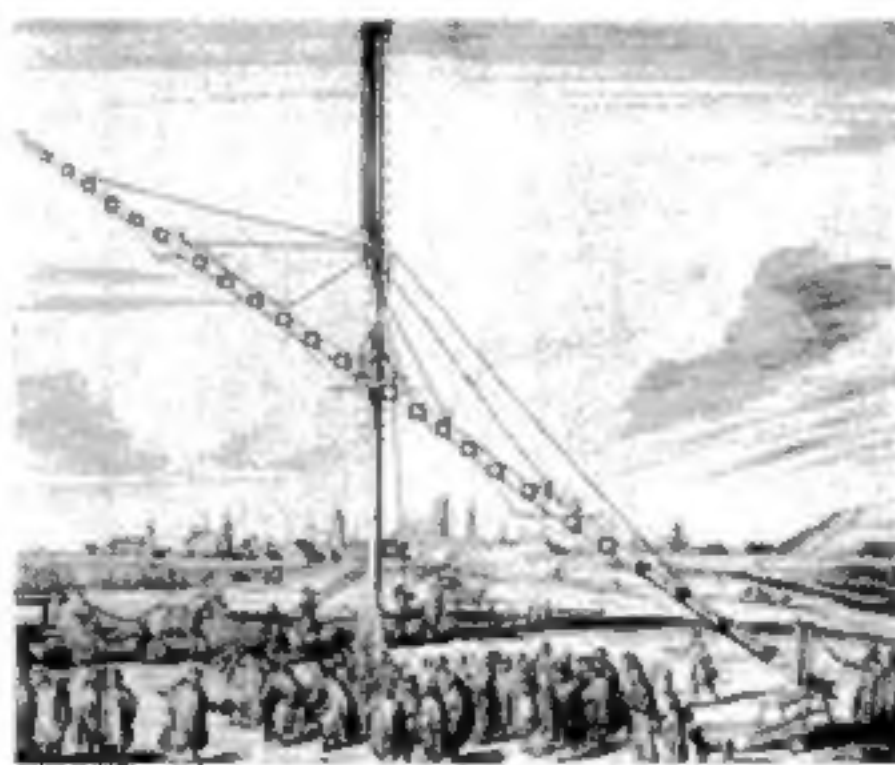
Permit me to supplement your very informative article, "The Moon: Myths, Marvels and Man's Reach for It" (*LIFE*, Dec. 15), by contributing this 17th Century engraving (below) of a remarkable scientific "do-it-yourself" contraption built by the father of moon topography, the brewer and celebrated German astronomer Johann Hevelius (1611-1687), a native of Danzig.

The long diagonal bar, supported by block and tackle, over the Danzig skyline, holds a series of optically ground "trunk-glasses" or "trunk-spectacles" which yielded man's first comprehensive knowledge of the moon's surface.

Even today the observations of Hevelius have retained a reputation for scientific exactness.

IVAN VOLKOFF

Pasadena, Calif.



17TH CENTURY ASTRONOMER'S MOON-MAPPING APPARATUS

OUTCRY OF A WOMAN CONDEMNED

Sirs:

In "The Outcry of a Woman Condemned" (*LIFE*, Dec. 8) you state that Barbara Graham received extreme unction before her execution. I think if you recheck you'll find that is in error as extreme unction is never given under that circumstance.

ROBERT B. HART

Berea, Ohio

● *LIFE* should have said absolution. Extreme unction is administered only to the seriously ill.—ED.

A LOOK AT THE WORLD'S WEEK

Sirs:

How could you omit the name of the first son of the Vietnamese ambassador after tantalizing us with all those delectable girls' names (A Look at the World's Week, *LIFE*, Dec. 15)?

Suggestion: Dream Fulfilled.

NATALIE HAUPT

Glenview, Ill.

Sirs:

Thank Heavens would be appropriate.

MRS. G. W. GRATER

Pasadena, Calif.

● His Vietnamese name is Symbol of Rightness. Like the ambassador's other children, all baptized as Roman Catholics, he also has a Christian name, Jean Michael.—ED.

ROCKEFELLER'S BUSY REST

Sirs:

I should like to correct a statement made in your story "Rockefeller's Busy Rest" (*LIFE*, Dec. 8). The granite head is not Honduran but is by Louis Feron of New York. It was made in San José, Costa Rica and presented to Mr. Rockefeller in 1944 by the artist.

SAMUEL W. BRYANT JR.

New York, N.Y.

REMBRANDT'S NATIVITY

Sirs:

Your color feature of Nativity scenes by Rembrandt ("A Great and Holy Event as Portrayed by Rembrandt," *LIFE*, Dec. 15) was most excellent. It showed the true

meaning of Christmas. In a day which stresses the commercial aspect of Christmas, Rembrandt's paintings of the Holy Family are a welcome sight.

JAMES P. POYNTON

Lake Bluff, Ill.

LONG-LIVED CAT FROM EGYPT

Sirs:

I thought your readers might be interested in seeing a fan letter (right) that we received from a little girl in California. She had obviously read your story about our new bronze cat ("A Long-lived Cat from Egypt," *LIFE*, Dec. 8). We told her we were sorry that we couldn't let her have the Kitty since it was a present from our trustees and they wouldn't be pleased if we gave it away, even to her.

NORA SCOTT

The Metropolitan Museum of Art
New York, N.Y.

LETTERS TO THE EDITORS

Sirs:

About the people who objected to your Modigliani article (Letters to the Editors, *LIFE*, Dec. 15): when I see readers criticize you for publishing pictures by famous artists, whether the subjects are nude or fully clothed, on the basis that it is corrupting their children, I feel it is time someone upheld your integrity.

If a child cannot or has not looked at the picture of a nude, or has not learned a little of the facts of life concerning the human form by the time he is a teenager, he must be overly protected and grossly under-instructed by his parents.

DAVID W. FLOSDORF

Middletown, Conn.

Sirs:

It is inconceivable that anybody can distort and twist Modigliani's art into something pornographic.

JACK MEYER

New York, N.Y.

Sirs:

I myself have four young children and I usually look at the magazines we receive before they see them. If there is some picture or article they should not see, I remove it. I did not remove any of the Modigliani story or pictures. Children's eyes are innocent and as such they do not see "filth" in a nude, or any art.

MRS. G. MACDONALD

Pittsford, N.Y.

Sirs:

I wish to express my deepest thanks for this magnificent and rewarding article.

KATHLEEN MCGEE

Greenbelt, Md.

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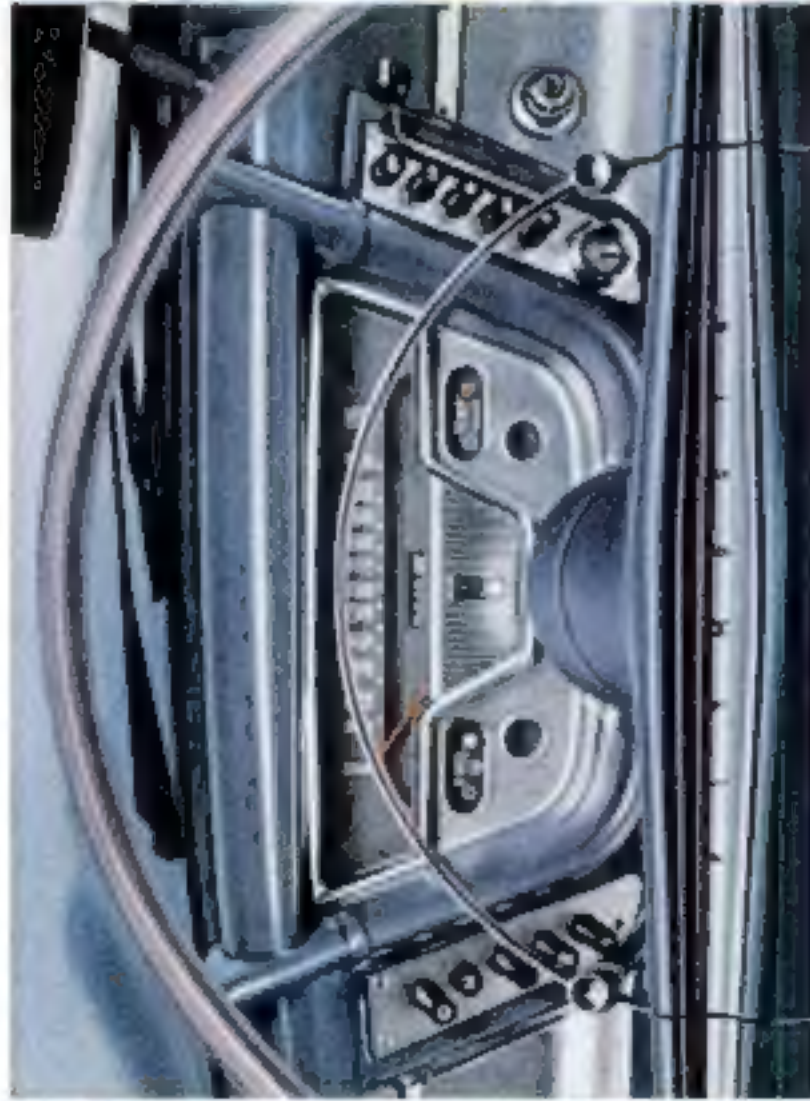
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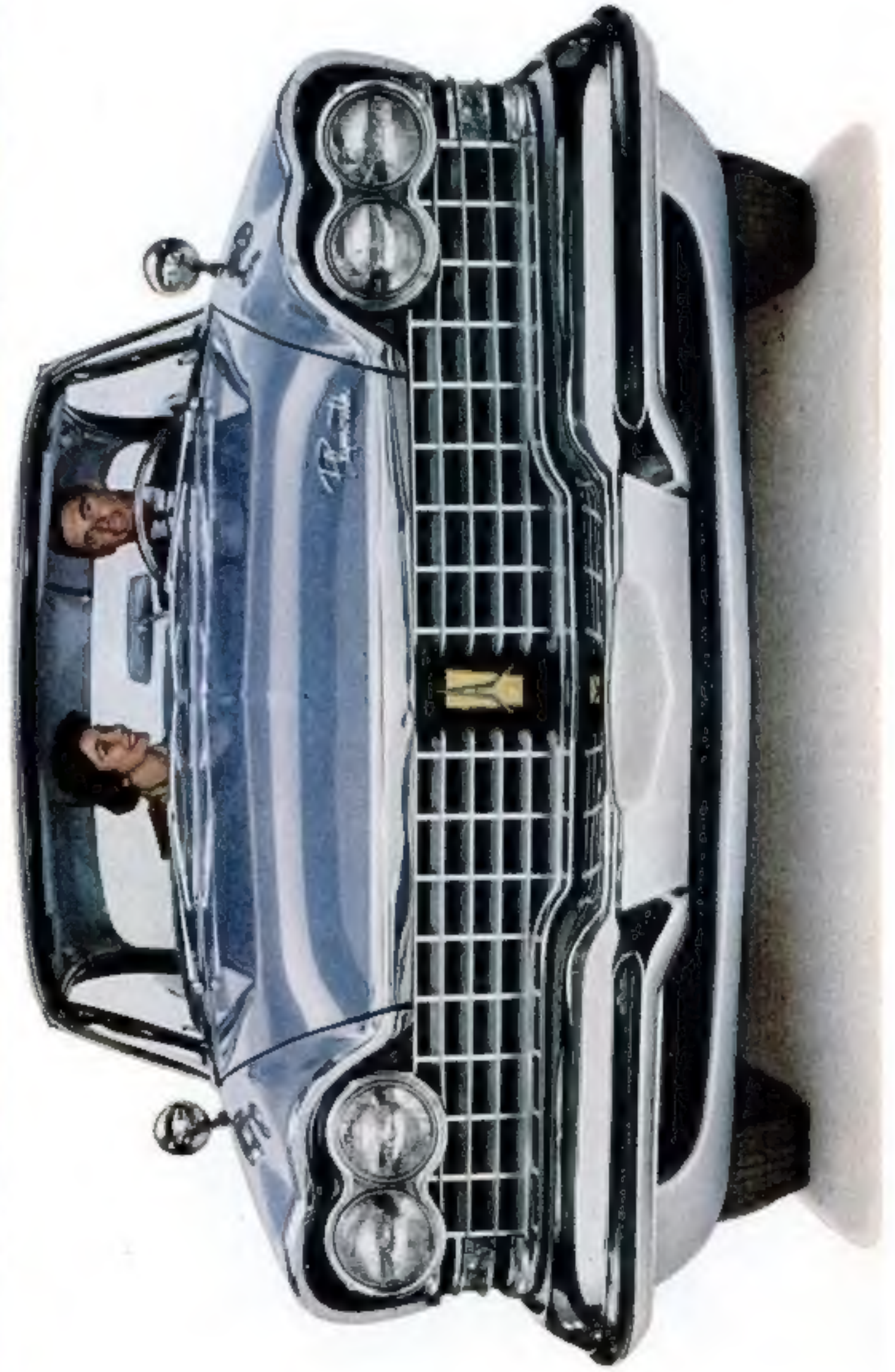
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GROWING VOLCANO CRATER (ABOVE) IS SPLIT AT CENTER BY LAVA FLOW. BELOW LEFT: MOLTEN RUSH OF LAVA CUTS GLOWING SWATH THROUGH THE JUNGLE.





IN FIERY ERUPTION, SHEETS OF MOLTEN ROCK ARE BLASTED INTO THE SKY FROM THE CRATER'S MOUTH

A Volcano's Creation

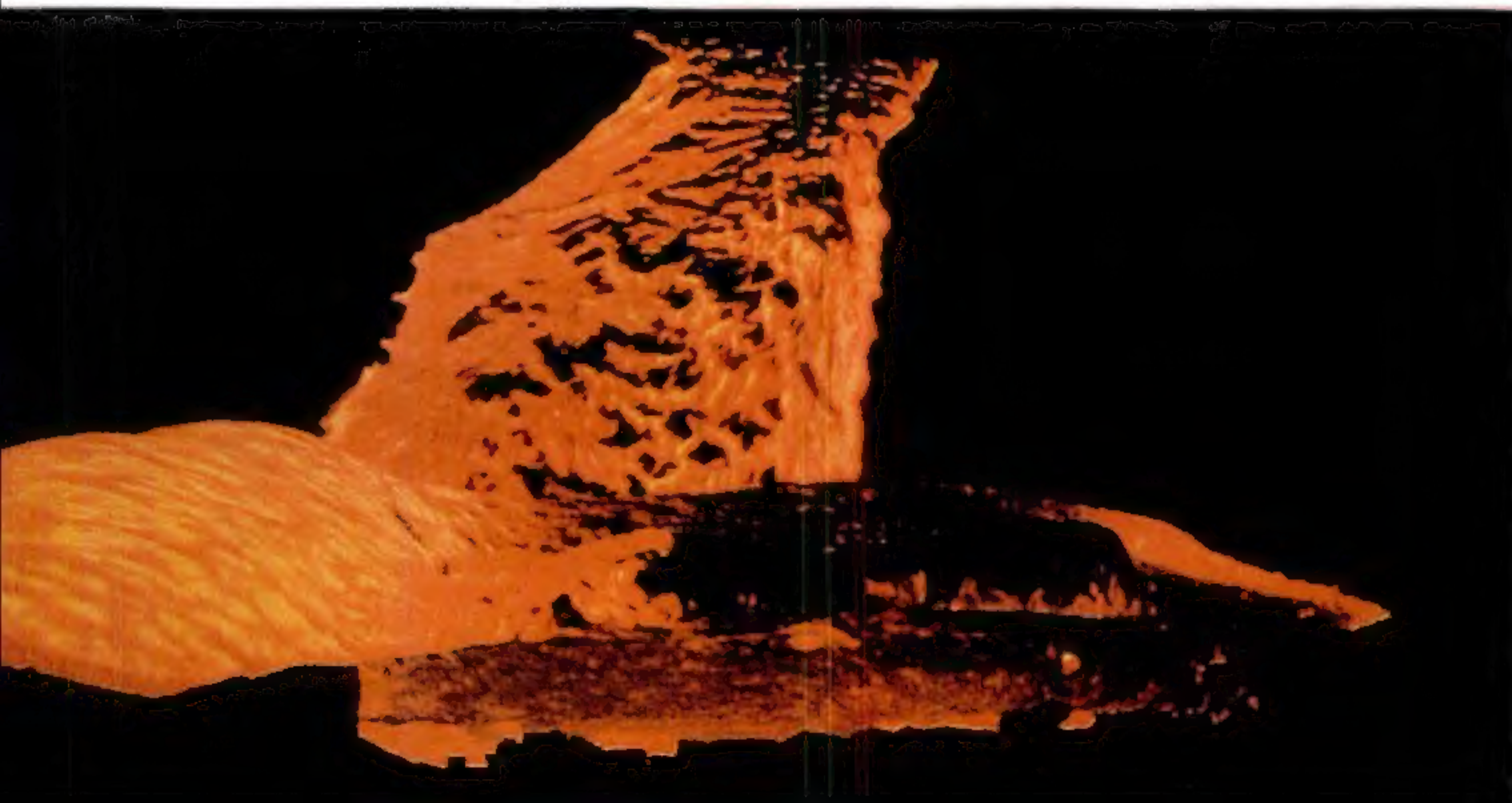
In the remote Albert National Park of the Belgian Congo the earth suddenly split open and red-hot lava poured out. Nearby, Ronald Shanin, who was making animal movies and collecting specimens for U.S. zoos, heard of the eruption and rushed to the spot. Pitching his tent on a hill five miles away he began photographing the spectacle. "Molten rock was being hurled a thousand feet in the air" he recalls. "For two days and nights I was showered by lava dust." Later he crunched through the still-warm fields of 18-inch-deep volcanic ash to within 50 yards of the hot lava flowing at

the base of the volcano's cone (*below, right*).

Exploding every few seconds, the cone at the volcano's center soon grew from a small mound into a 400-foot-high crater. From it a stream of molten lava stretched down through the jungle for 13 miles, charring the foliage in a 300-yard-wide swath. Beasts fled the spot.

For volcanologists all this was normal in a new volcano and they added it to the list of some 500 volcanoes now active in the world. For Congo natives it was fearful. Watching the ever-growing torrent of fire, they named it Kitsimbanyi—meaning "he who rises swiftly."

BELOW RIGHT: LAVA GUSHES OUT OF CRATER





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HAILING THE REBEL VICTORY IN CUBA, HAVANA CIVILIANS (FOREGROUND) WAVE TO POLITICAL PRISONERS OF FALLEN BATISTA REGIME WHO STAND ON WALLS

JAILS OPEN, CUBANS CHEER AS CASTRO DOES BATISTA IN. **DYNAMIC BOSS**

In Cuba last week the swift and sudden climax to 25 continuous months of rebellion presented the U.S. with a new and noteworthy mercurial political leader—the bearded soldier-scholar Fidel Castro, 32. As Cuban dictator Fulgencio Batista fled the country, the jails opened to disgorge Batista's victims and Castro prepared to enter the capital of Havana in

whooping triumph. In bringing down the oppressive, corrupt and commercially astute Batista regime, Castro had already demonstrated an acute grasp of Cuban sentiment coupled with an astonishing perseverance. The ambitious dreams that Castro has for the progress of a Cuba that is closely tied to the U.S. may make him a stubborn international bargainer.

During the protracted Castro-Batista struggle the U.S. maintained a relatively neutral role which tended to offend both sides. It showed none of the sympathy for the Cuban rebels that, after the sinking of the *Maine* in Havana harbor, once led the U.S. to join them in driving the Spanish oppressors out. In the past, under such lenient U.S. governorships



OF JAIL. PRISONERS WENT FREE MINUTES LATER



THE BEARDED REBEL CHIEFTAIN FIDEL CASTRO BARKS OUT AN ORDER AT HIS BATTLE HEADQUARTERS

TAKES OVER A U.S. NEIGHBOR

of Cuba as that of General Leonard Wood, the U.S. took appreciable steps to stabilize the Cuban economy. This time the extensive American business interests in Cuba went along with Batista until last August, when the spread of Castro's rebellion began to slow down the whole island's economy. Then they began to grumble and American tourists, an important

part of Cuba's income, began to slay away.

Castro finally won out because of the economic depression in Cuba that the rebellion engendered. The Cuban army was weary of fighting him and fed up with the grafting of its brass. The Cuban people had had enough of 18 intermittent years of Batista rule and oppression. What course Castro will take in the

future is uncertain. He claims he is moderate anti-Communist and wants increased U.S. investment in Cuba. But important forces in his following have turned violently anti-*yanqui*, think of expelling U.S. business concerns from Cuba and openly lean to the Left. The political shaking-down of post Batista Cuba will not be easy, for Cuba, or, presumably, for the U.S.



NIGHT ROADBLOCK appears suddenly as armed rebels stepping into headlights. Big Iowa rear-wheel interception points were shifted often to avoid interference by ammo.

CASTRO TACTICS: BLOCKADE

Whether he had 82 men as at the start, or 12 at the coast, or the 10,000 he had at the end, Castro fought a classically brutal guerrilla war. His hit-and-run tactics slashed cruelly at communications, and this brought victory in the end. By raid and blockade he strangled movement in the rich eastern half of Cuba, and Batista's inability to break the rebel grip turned the tide in Castro's favor. Castro's men took down telephone poles, by hundreds blew 50 railroad bridges, left hundreds of miles of rails to rust. Cuba's only trans-Island highway was cut at 30 points and motor trucks could move only by Castro's tolerance. When they needed it, Castro's men did not scruple to use it.

To the methods of the bush fighter, Castro added refinements. He browbeat the phone company into running special lines for rebel use. Once a sugar lander, he now spared no sugar plantations but exacted tribute from planters. Finally he used his threat to blockade the new sugar harvest to break down the growers' support of Batista.

AMBUSHED TRUCK, blasted from the highway by a rebel mine, is searched for salvage by scavengers while it still smokes from explosion that wrecked it





SPY'S DEATH centers: *Left to right*: Capt. Fred Abate. Suspected of spying on Batista (center)



tortured for information by threat of being seized *(above right)*. During the torture he was killed by

accident. *Center*: prisoner went off. At night a rebel officer, a human being, the *right* was killed



RAID ON ARMY POST is scouted *(top)* by rebel captain looking down on town of El Ciego with its

white cathedral. Raiders hit El Ciego garrison after dark *(bottom)*, scurry past flaming army truck shed



GIRL GUARD at Castro HQ is member of all-woman security unit. One female platoon also saw combat

CUBA CONTINUED



VETERAN REBEL. Mario Hidalgo was among the first to join Castro after he landed in Cuba in 1956.



AMERICAN Jack Nordeen of Chicago is disabled by polio but manages to stand guard at a rebel post.

THE PEOPLE WHO HELPED CASTRO WIN

The people who carried Castro to victory were a bewilderingly mixed lot. They ranged from disaffected veteran Cuban army personnel and idealistic girls to wandering U.S. citizens in search of a cause. All of them shared a near-messianic devotion to their revolution which kept them together for over two years of grinding hardship and enabled them to set something of an endurance record for political tenacity in volatile Latin America. They also united on another anomaly in the Caribbean: an austere Puritanism that ruled out any license in the Castro camp and drove every member to a pitch of self-sacrifice.

Even before they won, Fidel Castro and his

crew had set up a rudimentary but impressive state of their own in the territory they controlled. They had bomb factories, repair shops, fairly good schools and hospitals. They supplied medical services to the poor and won their loyalty. They collected taxes from the well-to-do and kept them under their thumb. Their civil affairs sections gave captured towns adequate rule. In the process of conducting regular government as well as a guerilla war, the Castro partisans picked up a growing fund of administrative know-how. They thus built up a cadre that may be able to cut down on the inevitable fumbling that is bound to plague a new and untried government in harassed Cuba.



AT HIS DESK in headquarters shack, Fidel Castro works under three pictures of his son Fidehito, 7.

Castro was divorced in 1955 from his wife, who is the daughter of a supporter of ex-dictator Batista.





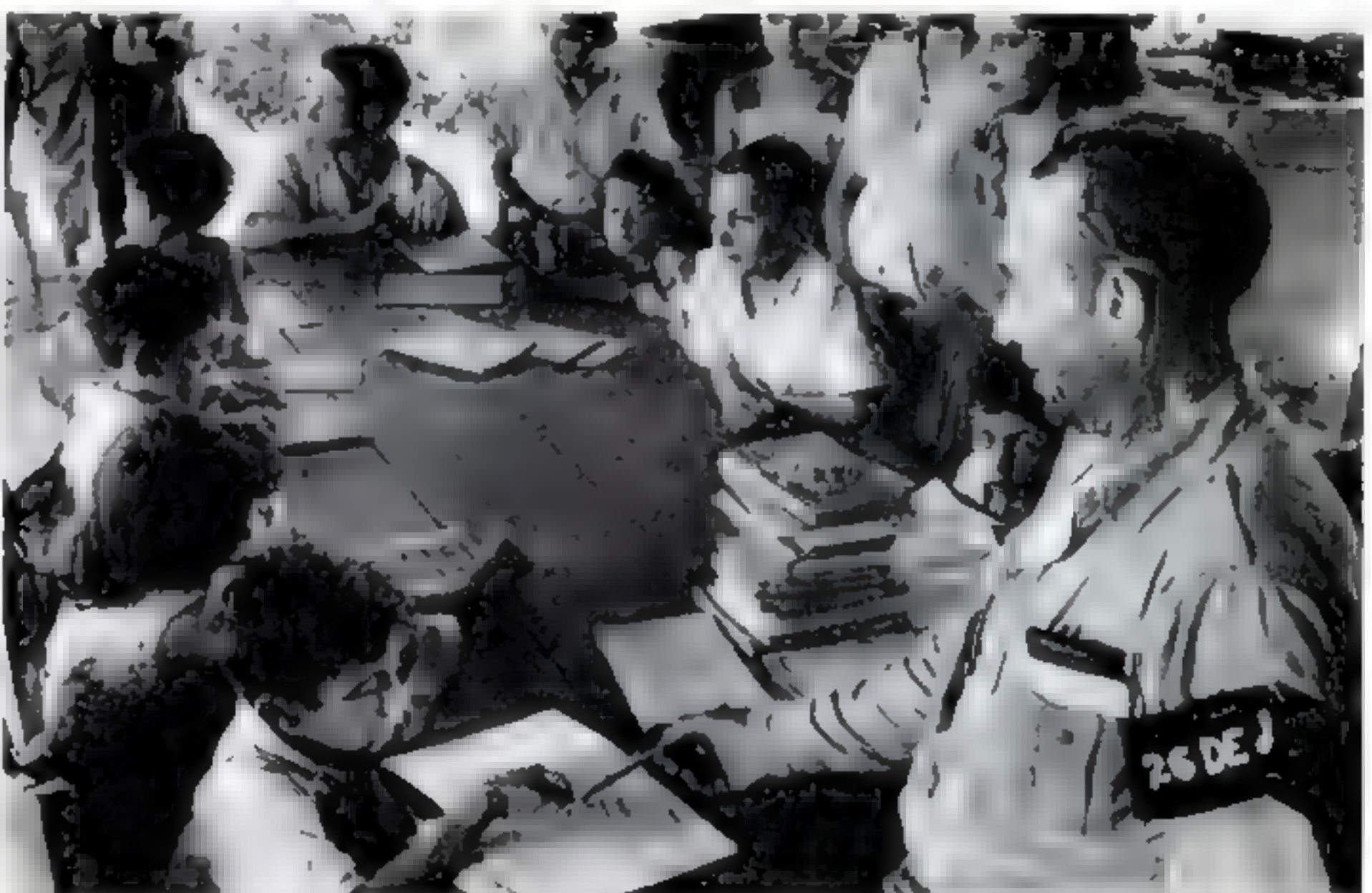
PATROL LEADER, 21-year-old Jorge Moran, was a master of sudden, swooping tactics Castro favored.



BOMB BUILDER for Castro is sugar worker Luis Crespo, 33, fondly called El Guajiro ("the ruber").



FIELD COMMANDER of rebels besieging Santiago was Spanish revolutionary Rene de los Santos, 41.



REBEL SCHOOL in Oriente spreads education and propaganda among youth. Teacher wears armband

with name of Castro movement, "26th of July," the date in 1953 when he staged first abortive revolt.

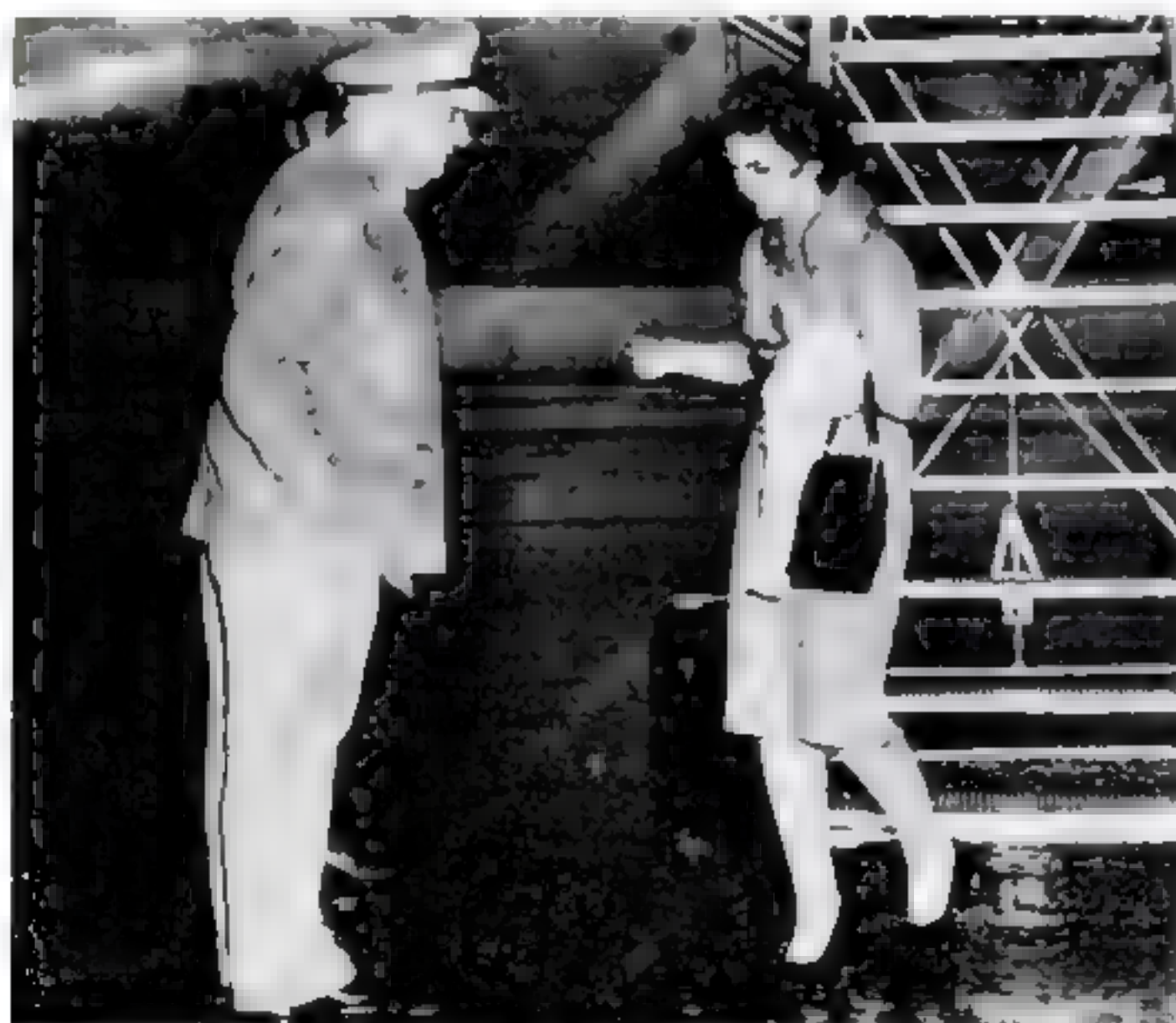


← **FIELD DENTIST** at the rebel headquarters, Alonso Guillen, works with old-fashioned foot pedal outfit.

FIELD HOSPITAL near the front line at Santiago treats not only rebel wounded but civilians as well.



BEFORE HIS FALL Batista held the sword of Cuban power on which stand only the province of Oriente province were to be organized his victory.



ARRIVING IN EXILE, Batista's daughter Elsa gets off the plane in Jacksonville. She was seen last with her father's rain-soaked coat of stall (left).



BATISTA'S BOYS, Carlos, 8 (left) and Roberto, 11, study New York skyline from suite in Waldorf Towers. They were flown out two days before father's fall.



CROWD OF CASTRO SUPPORTERS CHARGES BY HAVANA NATIONAL THEATER

END OF A TAMED DICTATOR AND REBELS ON A RAMPAGE



GOING FOR LOOT, Havana crowd breaks into Deauville Casino, one of town's gambling establishments from which Batista and U.S. gamblers profited.



DURING TWO-HOUR GUN BATTLE WITH A PRIVATE ARMY OF BATISTA BACKERS WHO WERE HOLED UP AND FIRING FROM A BUILDING LOCATED A BLOCK AWAY

Batista's end came economically and without much delay. On New Year's Eve, that afternoon an army column of tanks and jeeps rolled out, but after dark, as though everything were normal, Batista appeared at Havana-Columbia barracks for a traditional toast with the officers. During the festivities one of his hosts

arose and announced the army had decided Batista would have to get out "for the salvation of the republic." The dictator submitted and, well before dawn, was airborne for refuge in the Dominican Republic. Other airplanes tanned out, carrying his wife, his 15 children by two marriages, and relatives to safety in Miami,

New York, New Orleans and in Jacksonville.

For a few hours Havana was quiet, but at dawn it burst into a frenzy of jubilation with an ugly fringe of vengeance. Looters sacked the flimsy hotels and gambling casinos. Mobs raged through the streets and police fought halfheartedly to maintain some law and order.

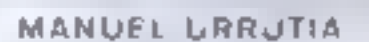


While this was still a mob action, Castro has made the breakup of gambling houses a prime part of his program and the operators are already on the run.



PINBALL BONFIRE In a 112 square of downtown Havana consumes gambling machines from the Morocco Club while rioters eagerly pile on more fuel.

AFTER DESTROYERS THE PEACEKEEPERS

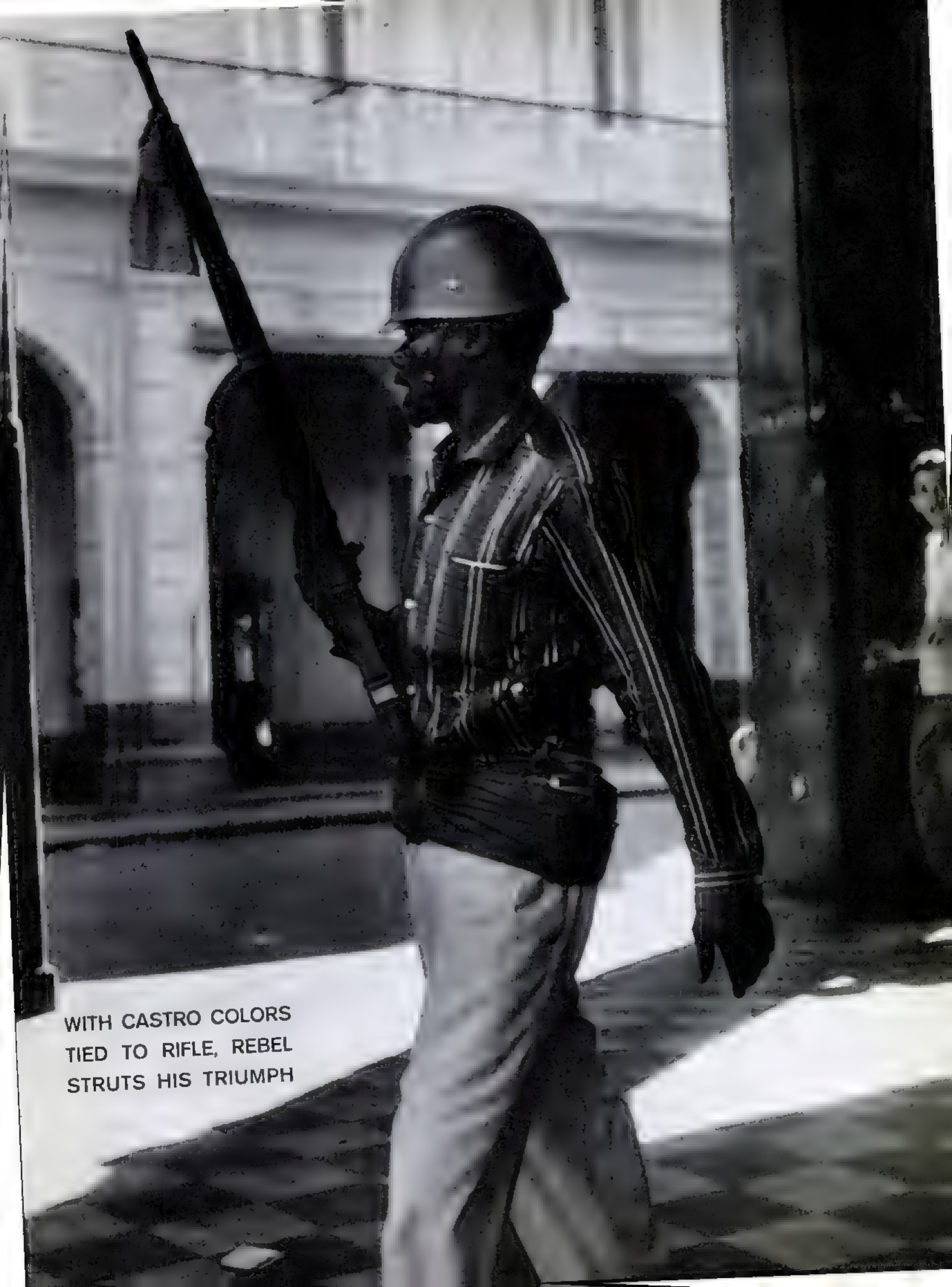


Costs matter. It will not do to insist that the highway program be based on a random sampling of projects where the costs are taken up with willing contributors, leaving the rest of the system to the private sector. The costs have to be paid by a sufficient number of contributors to make the system work. So the highway program is not a matter of "voluntary" contributions. It is a matter of "voluntary" contributions to a system that is not voluntary. The highway program is a matter of "voluntary" contributions to a system that is not voluntary. The highway program is a matter of "voluntary" contributions to a system that is not voluntary.

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DOWN FROM THE PROVINCIAL HILLS WHERE THEY OUTLASTED AND PROVED SUPERIOR TO BATISTA'S ARMY, SOME TOUGH CASTRO TROOPERS ENTER HAVANA





WITH CASTRO COLORS
TIED TO RIFLE, REBEL
STRUTS HIS TRIUMPH

A LOOK AT THE WORLD'S WEEK

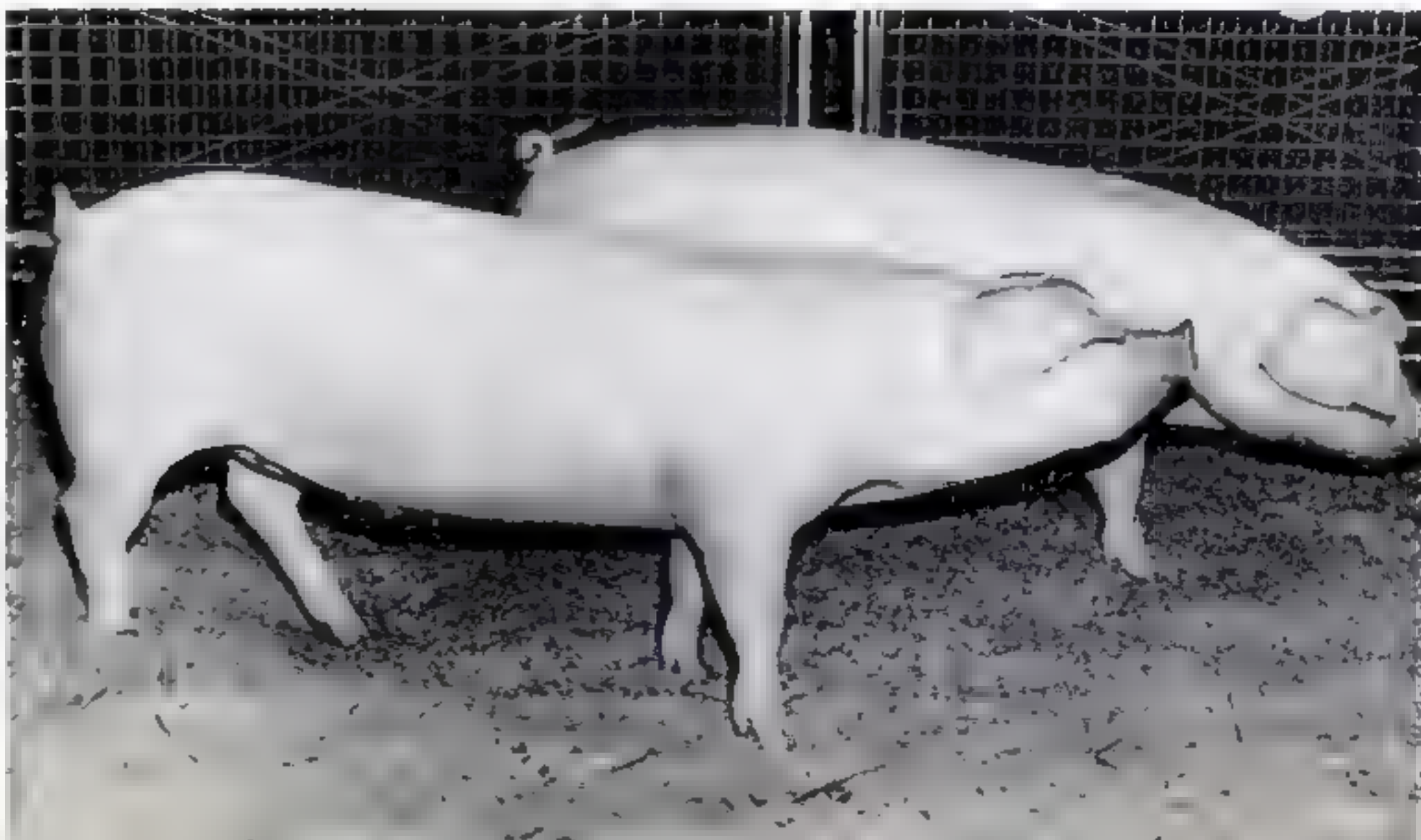


RESCUE SEEN FROM WRECK

Standing on the deck of their wrecked ship, the crew of the Liberian oil tanker *African Queen* watched in suspense as a shipmate was taken to safety by a helicopter. Another member of the crew behind them took this dramatic picture of the rescue. The tanker had run aground off Ocean City, Md., split in two. All 47 on board were saved, most of them by helicopter.

SAUSAGE-SHAPED SOWS

All pigs finally assume the shape of sausages, but in London two Welsh sows jumped the gun. Their sausagelike forms impressed livestock show judges, who awarded them prizes.





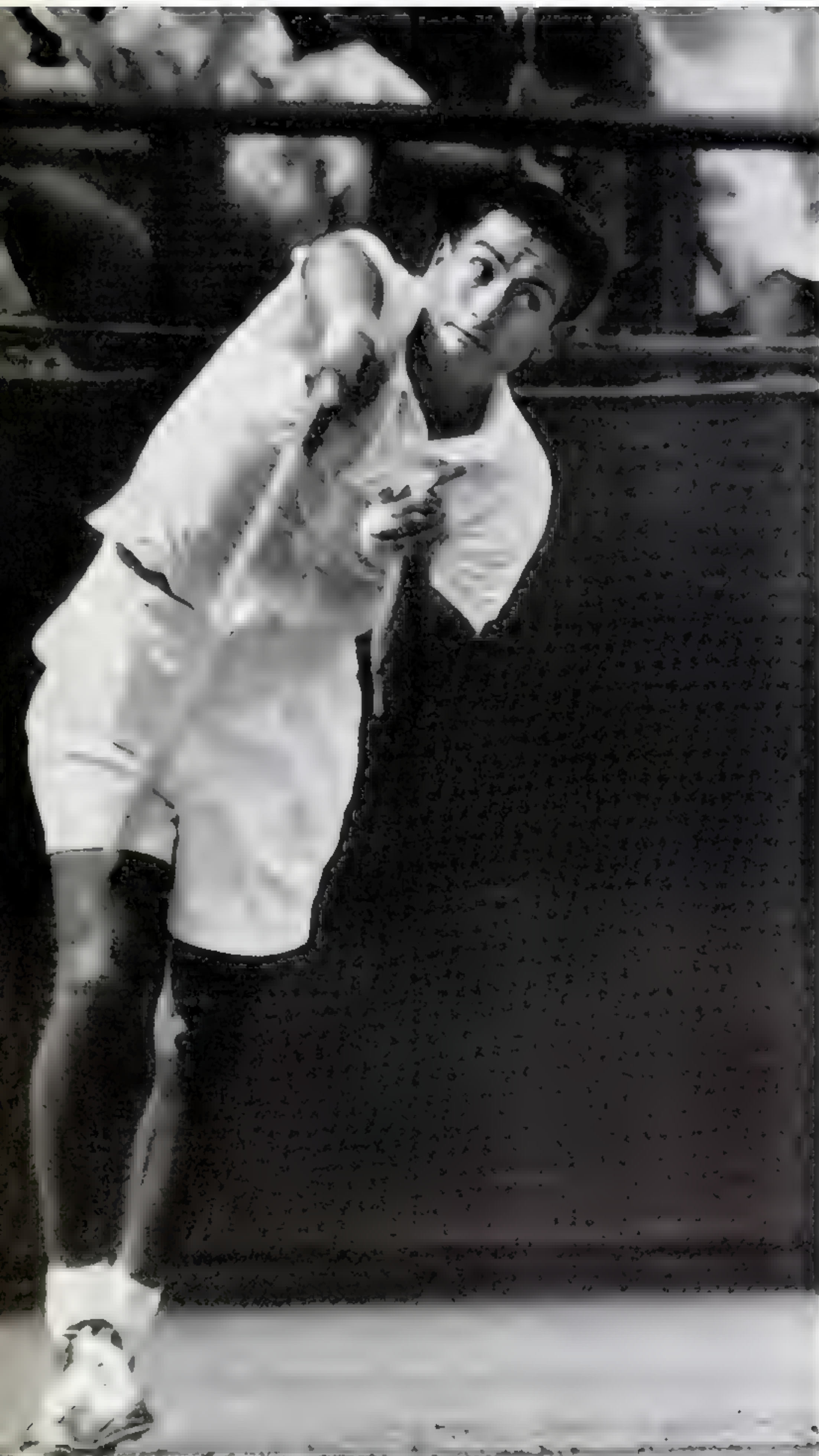
AFTER A GREAT GAME

Almost engulfing their homes' bus-tubulant Baltimore football fans erupted over the Colts' 23-17 victory over the NY Giants for the pro championship in one of history's best games.

NEW FLAG UNFURLED

At the White House, Alaska officially became the 49th state and the new U.S. flag was unfurled. It has seven staggered rows of seven stars, becomes official July 1. Among officials, from left, are Interior Secretary Fred Seaton, Vice President Nixon, Alaska's Representative-elect Ralph Rivers and Senator-elect F. L. Bartlett, the President with Speaker Sam Rayburn.





VICTORY SLAM is completed as Olmedo serves to Cooper in decisive match. He won 6-3,

4-6, 6-1, 8-6. Olmedo's game surprised even Kramer, who had originally picked Australians to win.



AT CUP PRACTICE, PROMOTER KRAMER CONSULTS

PERU + PROS =

Some unorthodox help

Last week, with some unaccustomed help from unexpected places, the U.S. made a doubtful recovery of the top prize in tennis, the Davis Cup. The victory over the odds-on favored Australians was the biggest surprise in years of Cup play. What made it more surprising was the makeup and management of the team. The hero was not even an American. He was Alex Olmedo, a 22-year-old recruit from Peru who had satisfied a Cup three-year residence requirement. Olmedo dominated the matches as a U.S. player has in over 10 years. He beat Australia's two aces, Ashley Cooper and Mal Anderson, in singles and won in the doubles.

The other assist was just as unorthodox. Olmedo and his amateur teammates were coached by the czar of professional tennis, Jack Kramer. Invited to help by U.S. Cup officials, Kramer used the best talent money can buy to sharpen Olmedo's game. He got Pancho Gonzales, his star performer, to hammer practice

AFTER WORKOUT, OLMEDO (LEFT) FOLLOWS HIS





WITH U.S. TEAM CAPTAIN PERRY JONES (RIGHT)

CUP FOR U.S.

produces a Davis upset

shots at the rookie. And he and Gonzales masterminded Olmedo throughout the matches.

Their old pro cunning turned the doubles match for the U.S. They advised Olmedo and Ham Richardson to use a tandem service, with both server and net man on the same side. This tactic forced left-handed Neale Fraser to return services down the sidelines so that he fell into nervous errors. They had another plan for the critical singles match with Cooper; they told Olmedo to keep Cooper from the net with lobs and make distracting moves before his weak second serve. Cooper double-faulted 11 times. Olmedo, ranging like a big (6-foot) cat, won even better than the pros planned.

Ironically Olmedo's victories dealt a business blow to Kramer's World Tennis, Inc. — he had previously lined up Olmedo's victims, Anderson and Cooper, for a pro tour. But the victims turned up a potentially more promising pro tennis candidate. Olmedo himself.

PRO TEACHER PANCHO GONZALES FROM COURT



PERU'S GIFT to U.S. — Olmedo grins from team dressing room after Cup victory. Now attending the

University of Southern California, Olmedo — on the U.S. five years ago to improve his tennis game

A MAJOR ECONOMIC ADVANCE

EUROPE MARCHES TOWARD FREER TRADE AND PROSPERITY WITH BIG ASSIST FROM DE GAULLE

Three separate events last week combined for a major turning point in the economic history of the Western world. Six nations of Europe made the first tariff reduction in their program for ultimate merger in a common market. The same six plus seven other nations abruptly cast off a good part of the shackles on their currencies, making them more nearly convertible with the dollar. And one nation, France, whose habit of living beyond her income has been a chronic drag on the progress of her neighbors, suddenly pulled up her socks with a whole new economic policy. Some week!

To realize what has happened, remember that most governments of Europe have been using their currencies as a weapon of defensive trade warfare ever since World War II. This weapon, known as exchange control, is just as potent as direct trade controls, since trade and payments are opposite sides of the same coin. The Europeans have used exchange controls somewhat against each other, but mostly against the U.S. Because Europeans wanted more U.S. goods than they could pay for, their governments monopolized the needed dollars and refused to allow their own currencies to be exchanged freely.

These anti-dollar controls have now been eased, though not eliminated, by 13 nations. Their currencies are now "externally" convertible: they can be turned into dollars by nonresident holders, but not by their own people. Thus an Englishman still cannot buy all the American (or French) goods he wants, no matter how many pounds he has; nor can an Italian with his lire. But a foreign owner of currently earned pounds or lire can now exchange them in London or Rome for dollars or any other currency he wants. This seems a rather short step forward, but it is in the direction of a very important goal: the free and full convertibility of all major currencies. That will be a great boon to U.S. exports when it comes.

To achieve even "nonresident" convertibility, Europe has come a long and thorny way since 1946. First its politicians had to learn to stop the domestic inflation of their currencies by fiscal toughness. At the same time they had to rediscover the uses of intra-European cooperation. This has been an uneven and complex process of which the focus is an institution in Paris left behind by the Marshall Plan, the Organization for European Economic Cooperation. O.E.E.C. has carefully nourished a system of non-discriminatory trade and payments among its 17 European members, even while as a group they continued to discriminate against the dollar. But the rapid increase of intra-European trade, facilitated by O.E.E.C., has been paralleled since 1952 by a steady increase in Europe's gold and dollar reserves,

which in turn has made it possible for Europe to relax its discrimination against the U.S. and buy more dollar goods.

The three upward trends are reciprocating (*see chart*) and point to the day when all Atlantic currencies can be stable and fully convertible, when other trade restrictions are steadily dismantled, when U.S. goods are freely sold in Europe and vice versa, yielding more prosperity all around. That goal is still distant, but there is less doubt and disagreement about it now than at any time since World War II.

After an ill-starred attempt at partial convertibility in 1947, Britain since 1952 has been steadily pursuing the goal through a policy known as "convertibility by stealth." Germany's progress toward convertibility has been swift and straight. But neither Britain nor Germany could decently take

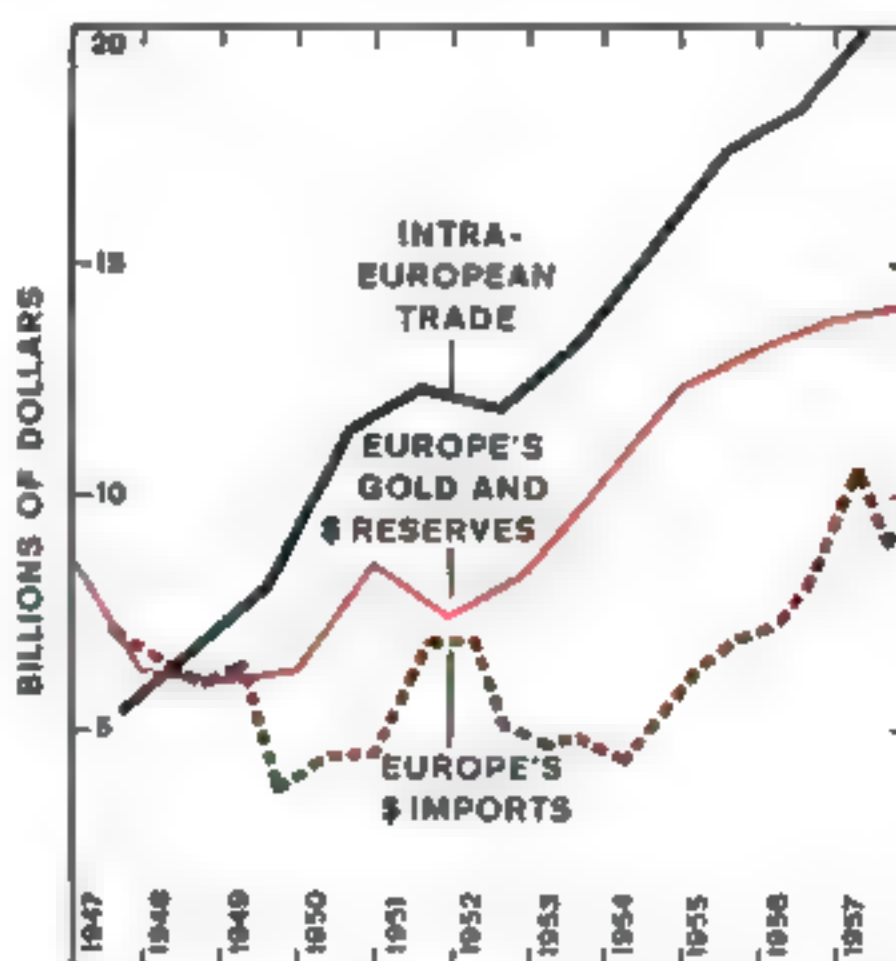
escalation, halves the expected deficit, increases military and investment expenditures, lets the price of bread, wine and tobacco go up, and in general imposes sacrifices on every side. It is as though Eisenhower were to propose eliminating all farm and veteran subsidies, with other reforms in proportion. It means that French prices will conform more closely to real market values and that budget expenditures will be covered by taxes or real savings. As De Gaulle said, it "places the nation on a foundation of truth and austerity."

Thus did De Gaulle almost overnight make France ready for full membership both in the Common Market and in a wider freetrading community. The two are not necessarily the same thing. The Common Market looks toward the economic and (eventually) political unification of France, West Germany, Italy and Benelux. Its trade policy toward the rest of the world could turn out to be either isolationist or liberal. Most O.E.E.C. members, led by Britain, have sought to fix its rudder in a liberal direction by surrounding it with a larger Free Trade Area. French opposition to this scheme led to acrimonious negotiations; as late as Dec. 15 Europe seemed almost on the brink of a general trade war. It was against this background that De Gaulle made his dramatic decisions. Whereupon the finance ministers and central bankers of Europe, who get along much better than the trade negotiators, suddenly found no further obstacles to the joint step to convertibility which they had been quietly discussing for weeks. By putting it into effect, they changed the whole atmosphere and restored the forward direction of European progress.

Their achievement is real but still precarious. De Gaulle's drastic reforms will be an acid test of his leadership. In all 13 nations partial convertibility is inherently unstable; they may easily backslide into rigid exchange controls again unless they go forward to full convertibility. Thus Europe's courageous money men who have held to this goal will more than ever need U.S. moral and diplomatic support.

So will the liberalizers of Europe's trade policy. Congress has given the President power to negotiate a further 20% cut in U.S. tariffs specifically for the purpose of bargaining with the Common Market. This power must be backed with other efforts to keep the Common Market pointed in an "open and outward-looking" direction.

But meanwhile the news and the portents are good. Our visitor Mikoyan, the No. 1 enemy of free world trade, has had a major setback. For a freer Europe is a stronger Europe; and a free and healthy Atlantic trading system means greater economic horizons for the U.S. and the whole free world.



INTERRELATING TRENDS charted above show that in long run the more freely Europeans trade with each other (*top*), the more easily they earn dollars (*middle*) with which to buy U.S. goods (*bottom*).

the plunge until France was ready to follow.

Despite the private wealth of many Frenchmen, France has been Europe's chronic debtor and laggard on trade cooperation. Under the Fourth Republic inflation and protectionism were part of the French way of life. In De Gaulle's words she was "a country in tow, swinging perpetually between tragedy and mediocrity." And De Gaulle was too busy with other matters to confront her economic problems until last month.

When he did, his decisiveness surpassed all expectations. "For the first time since liberation," said the *London Times* last week, "a French government has chosen a clear and intelligible economic policy instead of the usual compromise." De Gaulle's new "Grand Design" includes a sharp devaluation of the franc, a more liberal import policy and a tough anti-inflationary budget. It raises taxes, withdraws subsidies and wage

"To make the best, begin with the best—then cook with extra care."



An "eating and learning" supper set by Campbell's for its tomato growers in Union, Illinois

The country supper that helps you eat better

At meetings like this Campbell serves up good food and new ideas on growing better vegetables

This looks like a sociable gathering. And it is. But there's a lot more to it than good neighbors and fried chicken with all the trimmings. Get-togethers like this happen regularly in every part of the country where fine growers produce quality vegetables for Campbell's.

After the food come the facts

Campbell arranges such meetings to make available to their growers the very latest techniques for growing better tomatoes, for instance.

Campbell's plant scientists are on hand, of course. In addition, the County Agent, State College or University specialists will often attend. They cover everything from crop rotation to fertilization to better picking methods. And the point is, always, to keep Campbell's grow-

ers absolutely up-to-date on the advances in the science of agriculture.

In addition to these sessions, Campbell publishes a magazine for its growers to keep this kind of information coming all year round. And then, of course, there are the Campbell field men who are in weekly touch with every farm during the growing season.

Quality begins in the fields

What does all this mean to you? Well, Campbell's Quality begins with the men on the farms who grow the crops. If we can help them improve their quality, it means that we can give our chefs better ingredients to work with. This little motto sums it all up—"To make the best, begin with the best—then cook with extra care."

M M-M GOOD!



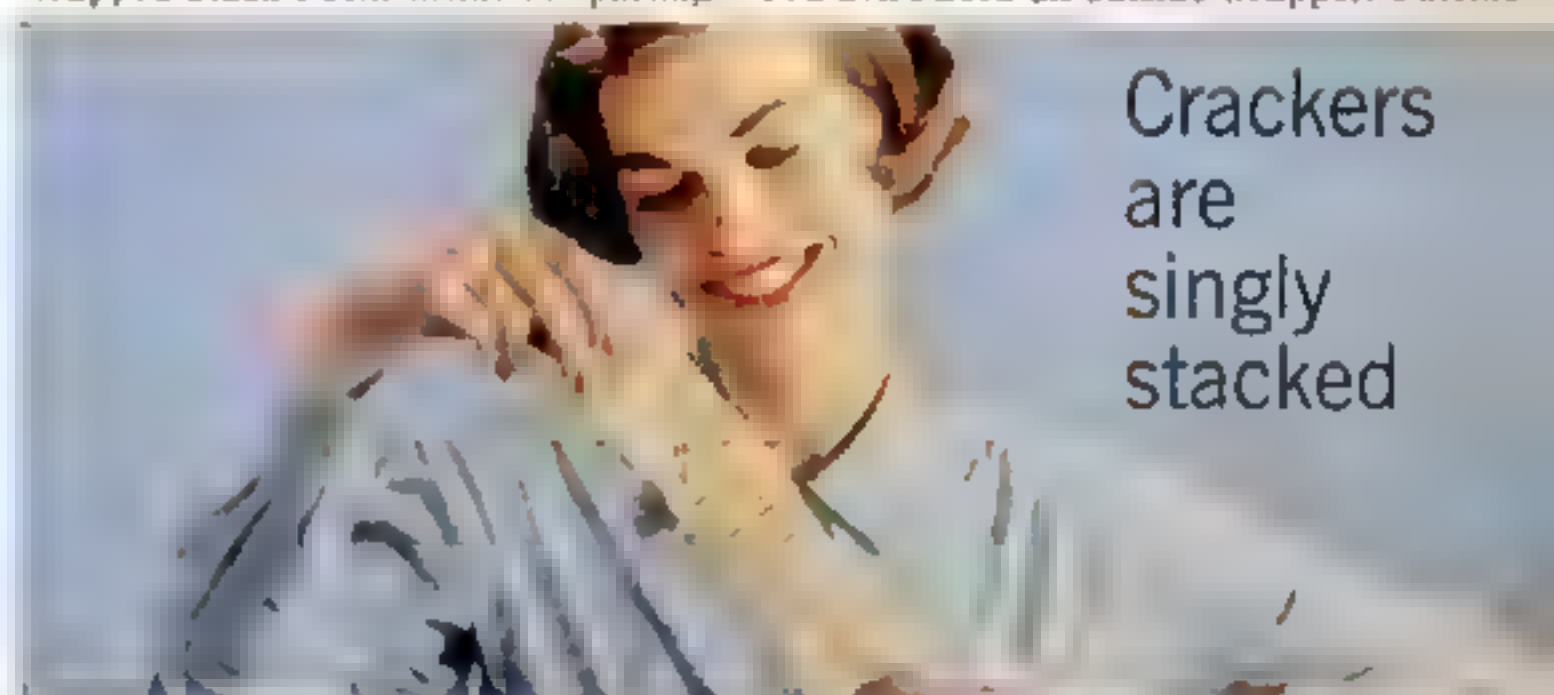


OPEN A STACK PACK, serve Premium Saltine Crackers with savory chili. With a tossed salad. With a relish cheese spread. Premium are crisper to start, they're GOLDEN

GLOW baked. And Premium stay crisp to the last because of the *reclosable*, wax-wrapped Stack Packs inside the package. You don't need an outside wrapper. Outside



You
open
it
up



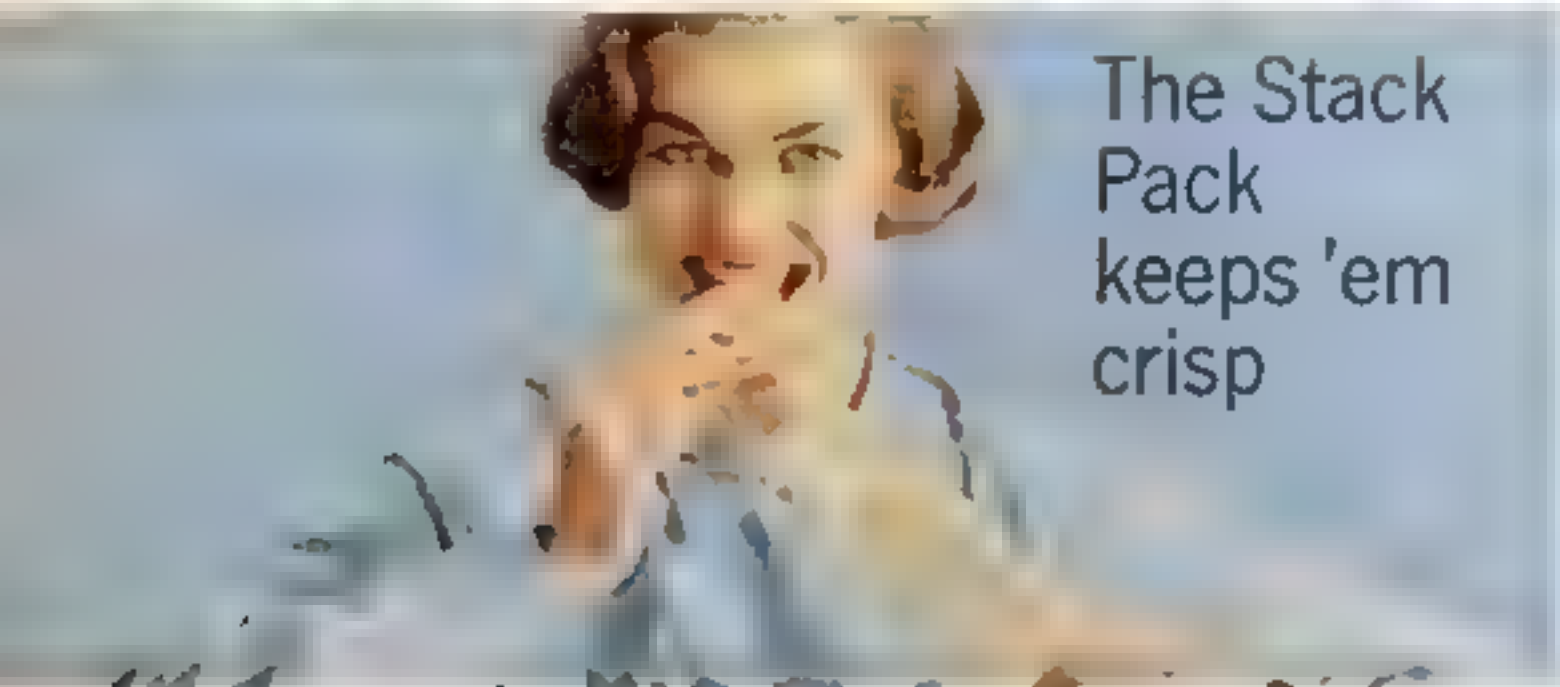
Crackers
are
singly
stacked

Reclosable Stack Packs keep Premium
Crisp to the very, very, very last cracker!!



wrappers can't be resealed, won't protect crispness after one cracker is taken out. Only Premiums have *re-sealable* inner wax wrappers that keep moisture out. They

serve you one cracker at a time, too. No old-fashioned cracker blocks to break apart. Stack Packs serve you Premium Saltine Crackers one by one, and every one fresh!



The Stack
Pack
keeps 'em
crisp



'Cause
you can
close it
back

Saltines



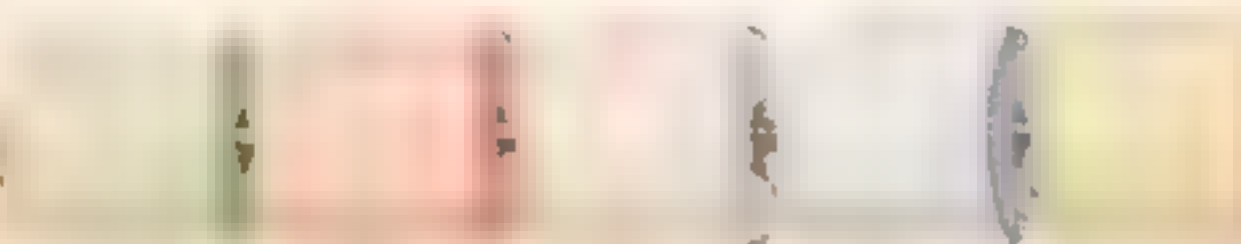
NATIONAL BISCUIT COMPANY®



SCOTT'S SOFT-WEVE TISSUE IS THE MOST NOTICED LITTLE LUXURY IN YOUR HOME. IT'S THE ONLY FACIAL QUALITY TISSUE WITH A "SEE-THROUGH" WRAP. NEW! "SEE-THROUGH" WRAP. NEW! "SEE-THROUGH" WRAP.

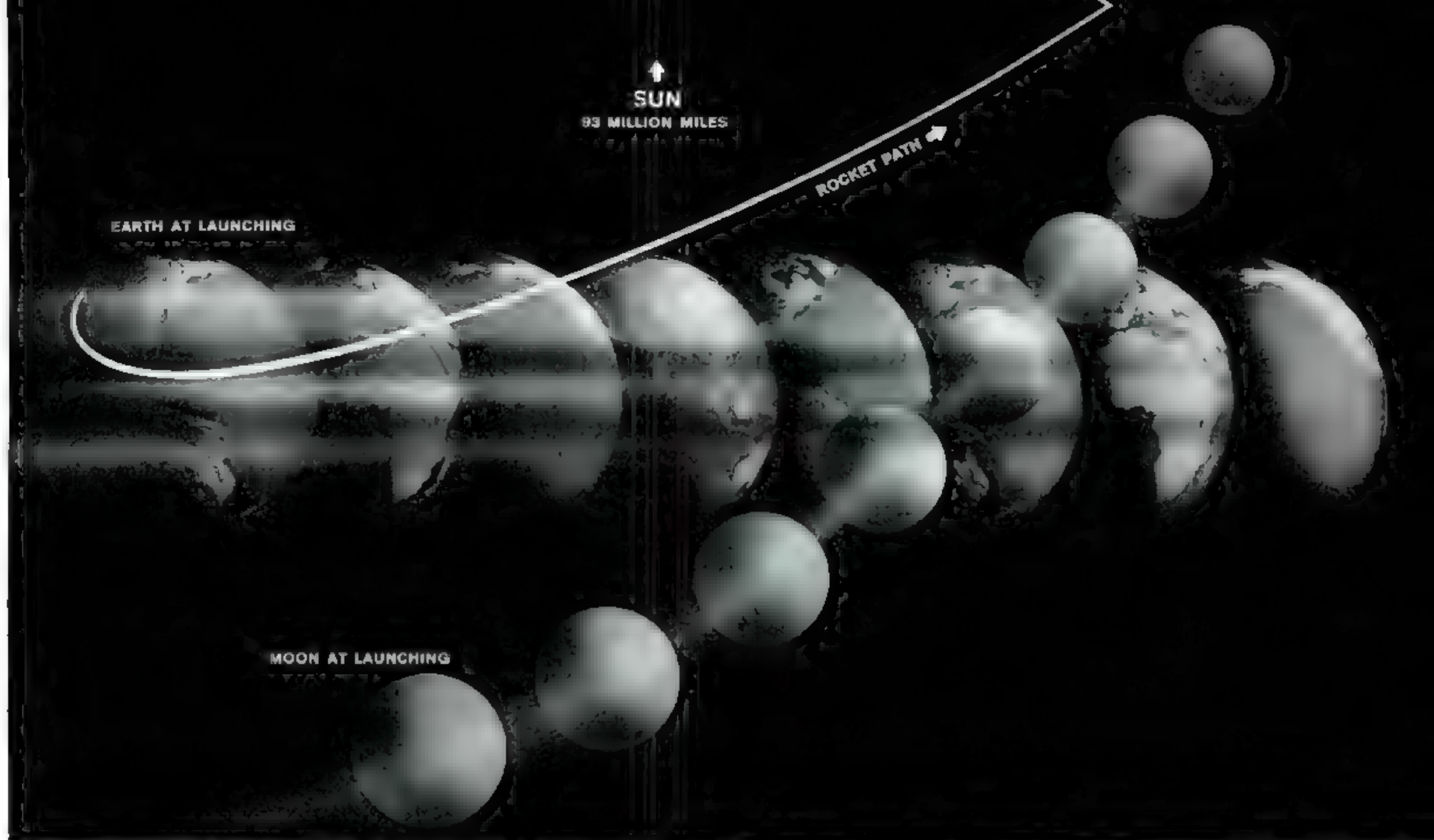
The most noticed little luxury in your home

Soft-Weve[®]
2 PLY TISSUE BY SCOTT



NEW! "See-through" wrap





THE AIMING PROBLEM Russians had to solve involved the relative motions of moon and Earth, as shown in simplified form above. Shooting from Earth

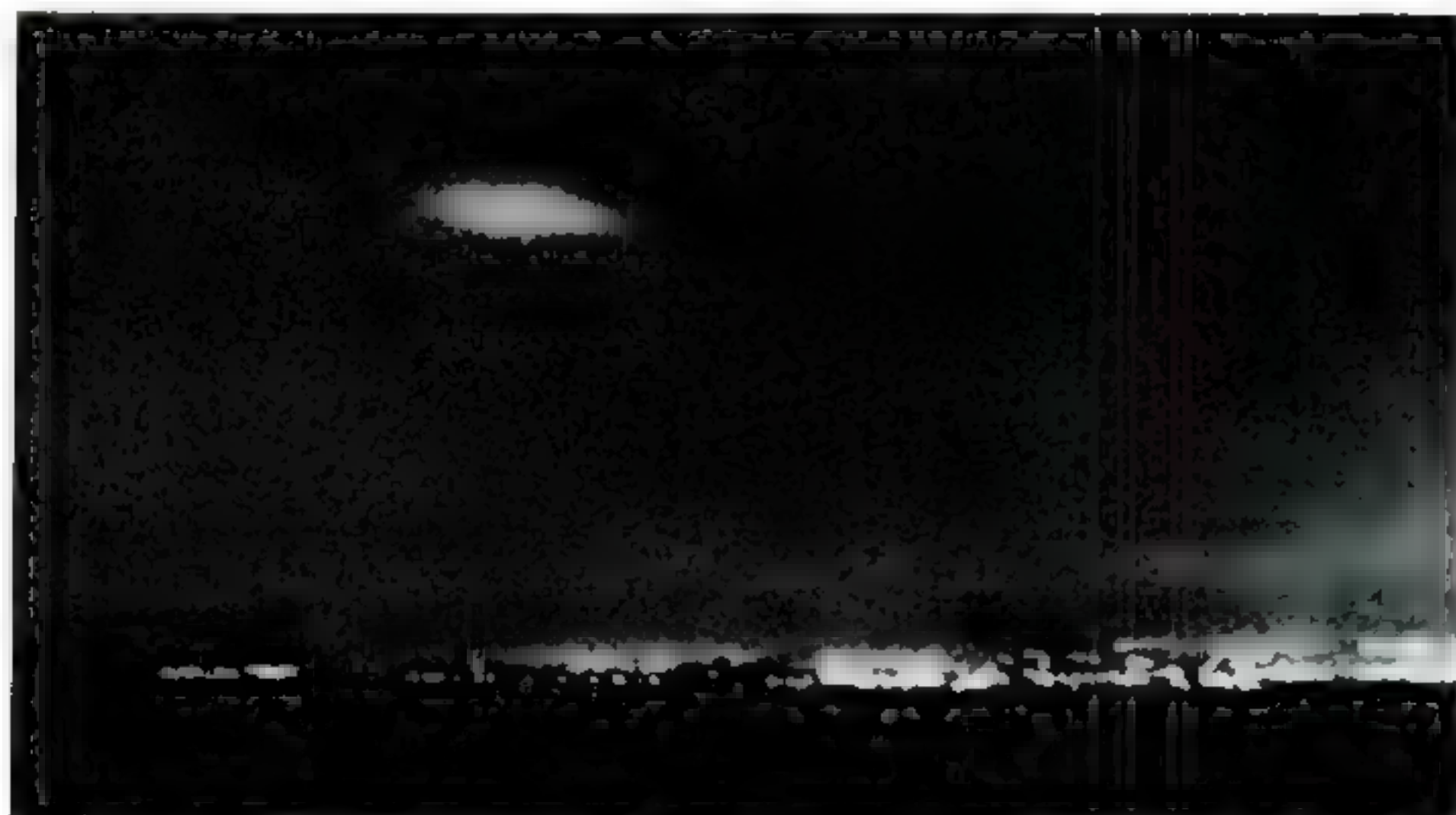
(moving to the right as it spins), they had to aim for place where the moon (moving diagonally toward upper right as it orbits Earth) would be 2½ days later.

THE RUSSIAN ROCKET THAT PASSED THE MOON

Trying to hit the moon from Earth is like shooting at a running deer from a merry-go-round mounted on a moving railroad car. The shooter's problem is to take all this motion into account and still have the deer and bullet meet at a predicted place. In the case of a moon shoot he must allow for the spin of the merry-go-round (the earth), the speed of the train along its curving track (the earth's orbit), and the speed of the deer (the moon), which is also moving in a curve and constantly falling behind the train. This is the complex feat of celestial aiming which the U.S. Army and Air Force attempted but failed to achieve with their recent moon probes. Last week the Russians made it. Their bullet was a 3,245-pound final-stage rocket dubbed "Lunik," carrying an instrument payload weighing 796 pounds—and Soviet flags in its nose.

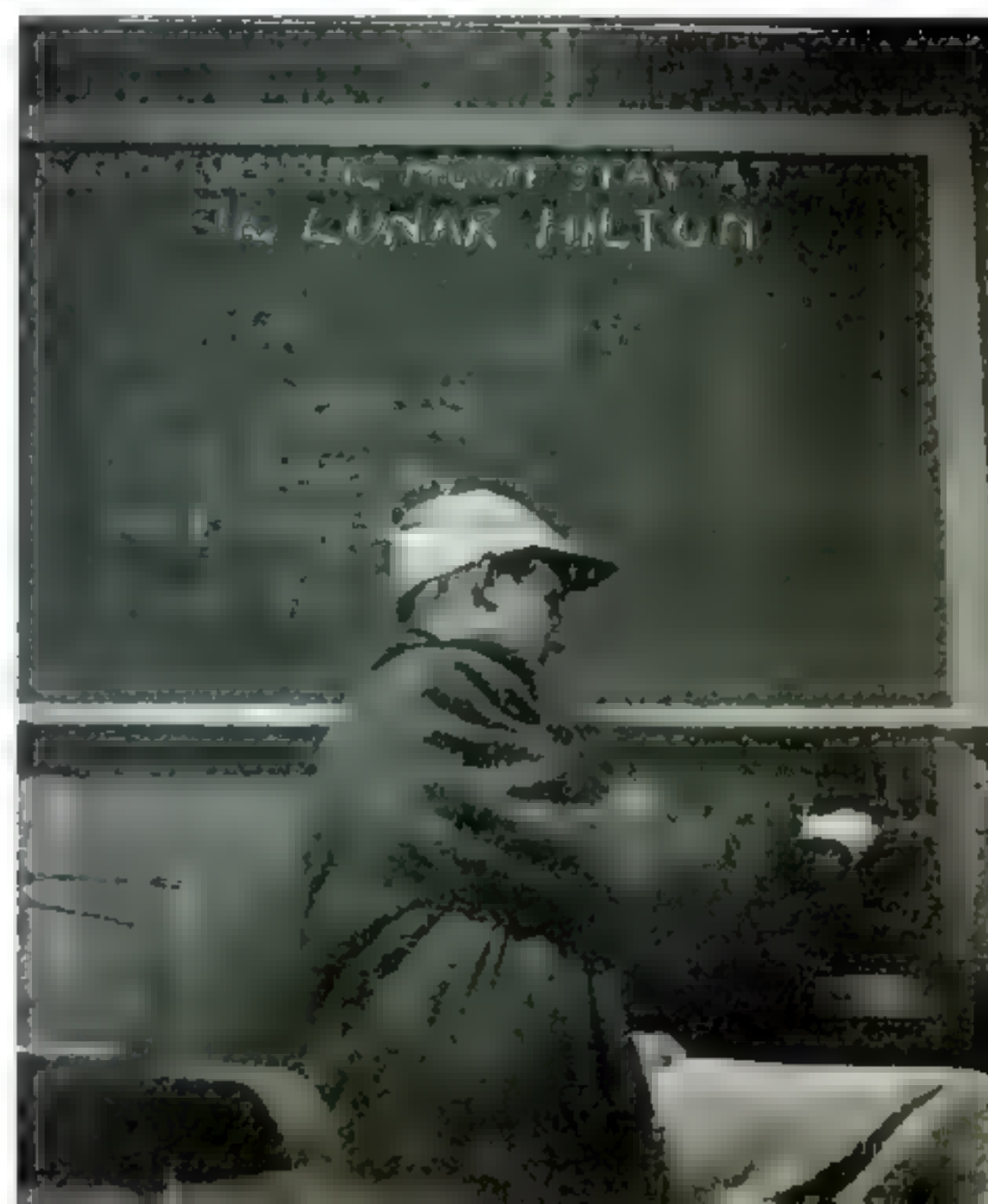
Lunik was not actually meant to hit the moon, but rather, like the U.S. probes which fell short, to reach the moon's vicinity. Lunik got within 5,000 miles of the moon. On the way up, at an announced time and place, it made its presence known in a spectacular way. It released a cloud of sodium vapor to create an artificial comet in the sky (below, left). As Lunik passed the moon and headed for the sun, its three transmitters radioed back information about cosmic rays, magnetic fields, solar radiation, meteorites and the composition of interplanetary gases.

Jubilant Russian scientists predicted that Lunik would go into orbit around the sun, thus taking its place as the first manmade planet in the solar system. They also announced that plans were already under way for a manned Russian expedition to establish a base on the moon.

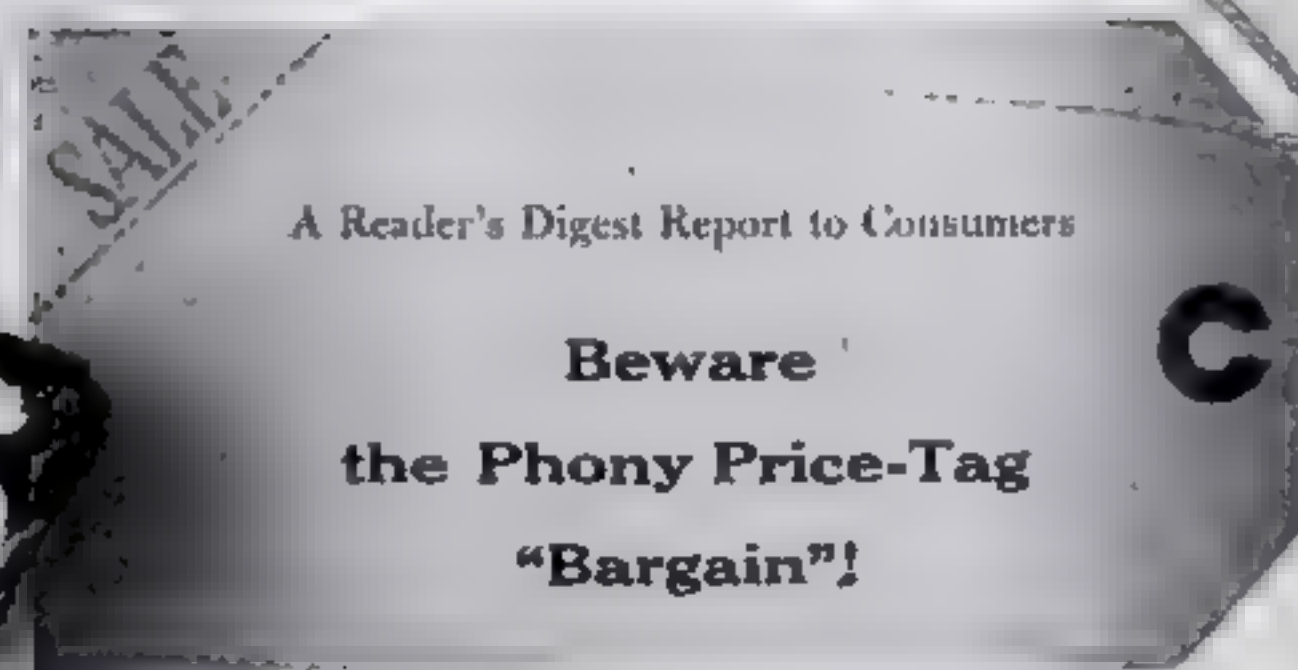


LUMINOUS CLOUD in sky over Edinburgh, Scotland is believed likely to be the artificial "comet tail" created by the release of sodium from Lunik.

AWAITING LUNIK SIGNALS, Dr. W. H. Pickering—→ing of Caltech's Jet Propulsion Laboratory listens at a new tracking station in the Mojave Desert.



A warning from



By Don Wharton

EARLY THIS year a two-page advertisement in a trade magazine made retail stores one of the most brazen propositions I've ever seen in print. The ad, by a watch wholesaler and importer (not a manufacturer), pictured watches priced from \$9.50 to \$14.99 wholesale. At the bottom was an order blank to be filled in by the dealer: "I want these free resale tags with my orders: ☐ 16.95 ☐ 19.95 ☐ 24.95 ☐ 29.95 ☐ 39.95 ☐ 49.95."

In other words, the distributor was offering to list the watches at any price the retailer wanted, so that the retailer could then discount this printed "list" price and appear to be offering customers a great bargain.

Such loaded price tags are the backbone of phony bargains offered us every day. During the past fiscal year nearly one third of all com-

plaints and corrective orders issued by the Federal Trade Commission involved fictitious pricing. The Association of Better Business Bureaus reports that questionable price claims are responsible for more complaints from competitors than any other kind of advertising abuse.

On my worktable now is a tawdry imitation-pearl bracelet-necklace-earring set, bought in Savannah by a Better Business Bureau investigator. The glistening price tag in the box says \$27.50. The investigator purchased the set for \$1.75. It's possibly worth 59 cents. Before me is a folder picturing another set, with watch, cuff links, necklace and matching ring clip, carrying a price tag of \$11.50. A Chicago firm peddles this junk to merchants at \$4.50 a set and advises them it will supply "any desired price tag."

* DECEMBER ISSUE 1958

An assurance

Reader's Digest*

IT WIRE THE PHONY PRICE TAG "BARGAIN"

41

Jewelry is by no means the only merchandise involved in phony pricing. Here is a huge ad in a national trade paper, headlined "Look at my fantastic price structure." It tells dealers of a 19-inch lawn mower: "Suggested list \$109.95. Can retail with full markup for only \$59.95."

Sometimes considerable ingenuity is used to make the fictitious price appear genuine. One firm advertised a perfume in a national women's magazine: "\$18.50 per ounce at better shops." The firm then by-passed the better shops, sold the perfume at 50 cents an ounce to retailers. Each ounce bottle of perfume carried a sticker imprinted "\$18.50." And with each shipment went a copy of the magazine ad, blown up for window display. Customers buying at \$4.95 a bottle thought they were getting a bargain. Actually they were paying a markup of 900 percent!

Manufacturers and distributors aren't the only culprits. When a mattress manufacturer was caught in phony pricing last year by the Pittsburgh BBB, he wrote: "The high retail price tag is something every manufacturer in the country regrets, but it is a national practice and the retailers all demand it." The president of Horrocks-Ibbetson Co., one of the nation's top makers of fishing tackle, publicly stated last fall: "In the last few years we have been getting requests from customers [retailers] to mark a \$20 rod \$40—and then they sell it for \$19.95. We refuse even if we lose that business." A luggage manufacturer told the FTC

that if forbidden to use extra-steep price tags he would "be forced out of business."

Usually what's called the "bargain price" is simply the "regular price" of merchandise of that quality. The Chicago BBB recently investigated 23 "bargains" in appliances—washers, gas ranges, refrigerators and such. If a family had bought one of each, the advertised or implied "savings" would have totaled \$2113.59. The investigation showed the family actually would have spent \$49.71 more by buying these "bargains" than by buying the identical items at the regular price in other stores. Last summer a large Pittsburgh store was caught redhanded in a "Bargain Day" offering of a TV set ("List Price \$240.95") for \$197—the same set which the same store had previously sold for \$189.95.

The fictitious list price isn't steep enough for some stores. In my files is a vacuum-cleaner ad which says: "Originally sold for as much as \$99.50." Actually the manufacturer's list price on this model was \$54.95, and \$99.50 was never the "original" or "recommended" price. Recently in Cleveland a discount house advertised a TV set: "Retail Price \$189.95. Our Price \$128.75." The BBB checked with the manufacturer and discovered his suggested retail price had been jacked up \$31.95.

Some price fakers aren't above misbranding, either. In Oklahoma City, electric skillets with phony \$39.95 price tags were offered at the "bargain price" of \$12.95. The skil-

THE READER'S DIGEST

4

lets came in cartons carrying the name Westinghouse in large type. Westinghouse, not a party to the scheme, made only the thermostat. Similarly, a Detroit store last spring offered "\$39.95 window fans" for \$5.99. The cartons featured the General Electric name, though that firm, innocent of the deception, made only the cord.

Are shoppers really taken in by fictitious pricing? Several years ago a study by the Duquesne University business school showed that two thirds of those questioned believed comparative price claims in men's wear, appliances, women's wear and household furnishings. Over half believed them in bedding, furniture, rugs, carpets and TV sets, and nearly a third in furs and jewelry. The St. Louis BBB says women "do not really have to get a bargain, but they want the illusion." Fictitious pricing creates that illusion. Probably few men or women buying a "\$39.95 electric fry pan for \$12.95" think it was really worth \$39.95, but that fake figure gives many the illusion that it was worth more than \$12.95.

What can the consumer do about it?

First, it is wise to buy the products of manufacturers who have established reputations.

Second, it is important to remember that the test of value is not what an article *used to cost* but how much it costs today, compared with similar articles at other stores. Disregard such phrases as "formerly," "made to sell for," "reduced from." Shop

around before making any major purchase; find out the actual market price.

Third, we can help fight this evil. Harry A. Babcock, executive director of the Federal Trade Commission, gives this advice:

1. If duped by a fictitious pricer, don't remain silent and thereby help him victimize others. Put the facts of your case in writing and give them to your local Better Business Bureau or chamber of commerce.

2. Send copies of your letter to the newspaper or broadcasting station that carried the ad.

3. If the offending firm sells products across state lines, send the facts to the Federal Trade Commission, Washington 25, D.C. Enclose a copy of the misleading ad. Your name will be held in complete confidence.

Over the years I have investigated many deceptive practices. Fictitious pricing seems the worst of them all. The fantastic fakery is nibbling away at the public's faith in advertising in general. If this faith disappears, with it will go our system of mass production of national brands. The danger is so apparent that already some persons are talking about legislation. If fictitious pricing isn't curbed, a law may one day compel retailers to display on every piece of merchandise a tag from the manufacturer showing the price the retailer paid. This would be an unfortunate extension of government into yet another field. That's the crux of it: if we don't end this evil, worse evils will come. ■■■

from Beautyrest

THE ARTICLE ABOVE is from the December issue of *Reader's Digest*. It's a timely, revealing warning.

The makers of Beautyrest® hope that every mattress shopper will read it carefully and remember it well. It exposes a practice that reputable manufacturers have long deplored. Beautyrest, for one, is

never offered at a "discount" from an artificial, inflated "list" price. Beautyrest always means what it says on its price tag—and at \$79.50, it is the outstanding mattress value in America. With Beautyrest, you know what you get—you get the best.

BEAUTYREST MADE ONLY BY SIMMONS



Quality at your feet...



Soft Illusion Patents... fantastically soft pumps that weigh less than five ounces... have super-cushioned soles... and they fit like **Naturalizers** always do.



COMPLETELY FLEXIBLE



AIR-SOFT CUSHIONING



LIGHT AS A FEATHER



ROMANCE

Soft Illusions

Shoes illustrated, 13.95
Other styles, 8.95 to 13.95
Higher Denver West
and Canada



MAGNET

Naturalizer®

THE SHOE WITH THE BEAUTIFUL FIT

FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS.
ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO

NEW CARDINALS FOR POPE JOHN

A holy, traditional rite creates
23 princes of Catholic Church

In the first consistory of his reign Pope John XXIII last month formally created 23 new Roman Catholic cardinals, thus bestowing on them the highest honor in his power. In four days of symbolic ceremony in Rome, the cardinals-elect—including two Americans, Richard J. Cushing, archbishop of Boston, and John F. O'Hara, archbishop of Philadelphia—received from Pope John the badges of their lofty office while humbling themselves to signify their obedience to man and to the Church.

With the honor of the cardinal's red hat, there comes an especially deep responsibility. Since Pius XII held the last consistory in 1953, the College of Cardinals has dwindled to 51 with the result that some aged and often infirm cardinals have failed top Vatican posts. To remedy this situation, Pope John has brought the college's total to 74, breaking the 372-year-old limit of 70 and infusing much-needed vigor into a church government critically challenged in today's troubled world. And he is expected to name even more cardinals this spring.



THE RED HAT, the *galero*, worn only on this occasion, is put on cardinals' heads by Pope and aides.

THE PROSTRATION of the new cardinals before altar, with capes over heads, symbolizes humility.





1 ... is the key that you will probably use most often. It gives all your white and colorfast cottons and linens (the bulk of your washday loads) the hot water and vigorous activation they need to get them sparkling clean, and a thorough rinsing in warm water. Fast spin extracts so much water they'll dry in no time.

New as today's fabrics...

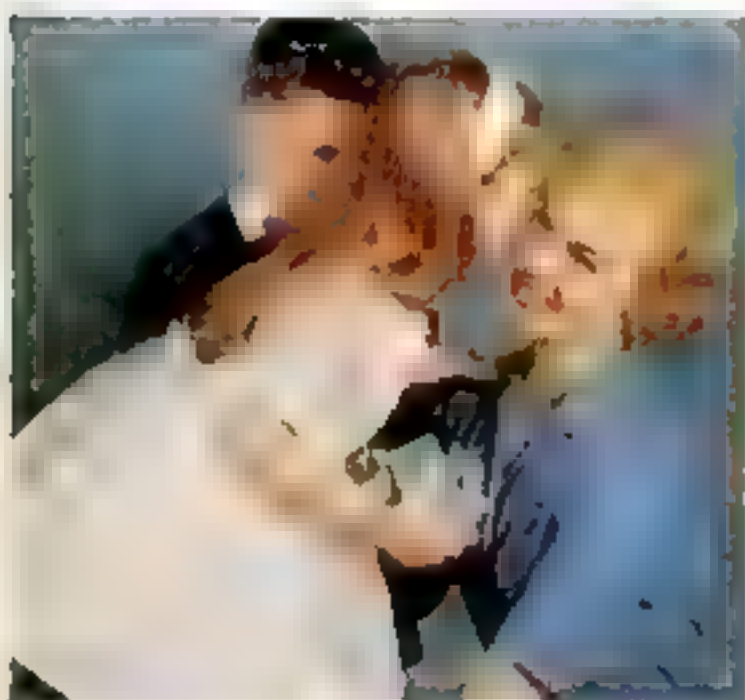
1959 G-E 5-CYCLE FILTER-FLO® WASHER!



2 ... is pre-set to give dark or nonfast colors the warm water, fast spin they need. Vigorous activation gets them clean as a whistle.



3 ... gives sturdy wash 'n wear clothes brisk washing in warm water. Slow spin prevents deep-set wrinkles. Even saves ironing!



4 ... gives fragile wash 'n wear, other delicates you've been hand-washing, gentle action, warm water, slow spin.



5 ... gives "specials" like blankets slow wash speed, warm water, fast spin to get out extra water wool absorbs.

5 separate, pre-set cycles to give all your washables custom care—automatically!

You just touch one key—turn the dial to the matching number! And that's *all* you do to get just-right washing care for all your wash—from sturdy blue jeans to the most delicate wash 'n wear synthetics. The new General Electric 5-Cycle Filter-Flo Washer has an *automatic* cycle to fit all your washing needs!



*After small down payment. See your General Electric dealer for his prices and liberal terms. Most models available in Canada. General Electric Company, Appliance Park, Louisville 1, Kentucky.

NO LINT FUZZ! Filter-Flo Washing System cleans and re-cleans wash and rinse waters to give you cleaner clothes. And this filter is *dependable*—can't clog or impede water flow! A handy detergent dispenser, too!

PLUS FEATURES: Big capacity; Cold Water Wash; Rinse Dispenser; Suds Return (optional); G-E Written Warranty.

MATCHING HIGH-SPEED DRYER: Automatic control gives just-right drying for any washable—every time.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

BIRETTAS FOR TWO AMERICANS



CARDINAL O'HARA, during consistory ceremony at which cardinals' birettas were conferred, pays homage to Pope John by kissing his huge cameo ring.



CARDINAL CUSHING kneels before papal throne as Pope John places the biretta on his bowed head. At beginning of rite cardinal kissed Pope's foot.



SHARON GREGORY, Supreme of the U.S. National Academy of Sciences, says: "I have used Clearasil for many years. It has helped me to clear up my skin. It is a real skin preserver. The Clearasil skin preserver is a real skin preserver."

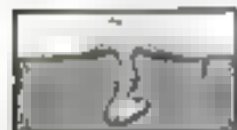
Sharon Gregory

SCIENTIFIC CLEARASIL MEDICATION 'STARVES' PIMPLES

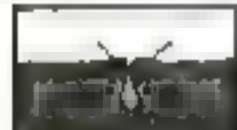
SKIN-COLORED, Hides pimples while it works

CLEARASIL is the new-type scientific medication especially for pimples. In tubes or new squeeze-bottle lotion, CLEARASIL gives you the effective medications prescribed by leading Skin Specialists, and clinical tests prove it really works.

HOW CLEARASIL WORKS FAST



1. Penetrates pimples. 'Keratolytic' action softens, dissolves affected skin tissue so medication can penetrate. Encourages quick growth of healthy, smooth skin!



2. Stops bacteria. Antiseptic action stops growth of the bacteria that can cause and spread pimples. Helps prevent further pimple outbreaks!



3. 'Starves' pimples. Oil-absorbing action starves pimples. Dries up, helps remove excess oils that 'feed' pimples. Works fast to clear pimples!

'Floats' Out Blackheads. CLEARASIL softens and loosens blackheads so they float out with normal washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL (either lotion or tube). In Tube, 69¢ and 98¢. Long-lasting Lotion squeeze-bottle only \$1.25 (no fed. tax).

Money-back guarantee

At all drug counters.

SPECIAL OFFER: For 2 weeks' supply of CLEARASIL send name, address and 15¢ to Box 9-KA (for Tube) or Box 9-KB (for Lotion), Easton, Inc., White Plains, N.Y. Expires 3/10/59.

Guaranteed by Good Housekeeping

Guaranteed by Good Housekeeping

Guaranteed by Good Housekeeping

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Guaranteed by Good Housekeeping

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Guaranteed by Good Housekeeping

Guaranteed by Good Housekeeping

Guaranteed by Good Housekeeping

am I lucky!

MY MOM BUYS ME...

Empire WATERPROOF BABY PANTS

of HART'S BUILABLE WATASEAL® America's Leading Plastic Fabric

Also in other famous fabrics including SPUN-LOZ® B comers, snap-ons and rhumbas at variety, department drug stores. Written Guaranteed!

Guaranteed by Good Housekeeping

EMPIRE SHIELD CO., INC. 588 Broadway, New York 12

"How I use
Murine
to rest
my eyes
and
so relax
tension"

HELEN O'CONNELL

lovely recording star
and television personality

"Often during work, and always before important engagements, I soothe my eyes with Murine. Helps me feel refreshed and relaxed." Let Murine rest your eyes on busy days. Use it to soothe away irritations of smoke, dust and glare. Gentle Murine is an aid to your eyes' natural fluids. Comforts pleasantly anytime, especially morning and evening

MURINE
FOR YOUR
EYES



The Murine Co. Inc.
New York, N.Y.
U.S. Pat. 2,710,000



The only rattle you'll ever hear in a '59 DE SOTO

...and you probably won't hear this one long—because baby will go right to sleep in De Soto's quiet quality.

De Soto's body is the quietest you can own. Rubber mountings throughout the car keep metal from touching metal.

DeSoto's Torsion-Aire suspension absorbs most road noise. Heavy body insulation hushes the rest.

The De Soto "X"-type frame keeps everything firm and solid. Superior strength and weight add extra stability.

De Soto doors close with a deep and satisfying "thunk."

Test drive the new De Soto and hear the quiet sound of quality. See the fashion leader of the year at your De Soto dealer's today.



The smart way to go places... **DE SOTO**



OFF-DUTY AFTER GALA, GARDES RÉPUBLICAINES, WHO HAD CONTRIBUTED COLOUR TO CONCERT, TUNE UP AT OPÉRA BAR FOR THEIR OWN CHAMPAGNE PARTY

Conquest by Callas

A DIVA WOWS PARIS

When grand opera's tempestuous diva, Maria Callas, came to Paris just before Christmas, the whole town turned out in hope that scandal ~~she~~ would be ~~her~~. Her feud with rival diva Renata Tebaldi had sizzled *La Scala* in Milan. Rome had noted when she failed to show up for the second act of *Norma*. And little more than a month had passed since the New York Metropolitan Opera's Rudolf Bing bounced her for refusing to sing a "satirical" two *Macbeths* between a pair of *Timonides*.

To hear her at the Paris opera some 2,200 people, among them actors and actresses, generals and cabinet ministers, princes royal and grand dukes paid from \$50 to \$150 a seat. Gardes Républicains, all helmets barnished and swords gleaming, turned out to stand guard over the white elegant scene. Television cameras carried the program to 10 million viewers in Western Europe. To those who expected trouble and tempestuous December, proved a disappointment. But not for those who wanted to hear goddess music. Callas behaved like an angel, singing like one through a program of operatic favorites that brought her 16 curtain calls and glowing ovations. President René Coty told her, "Tonight Paris has given you its heart."

After everyone had gone happily home, the Gardes Républicains took position along the opera house bar (*tobac*) as usual, philosophically sipping what remained of the champagne.

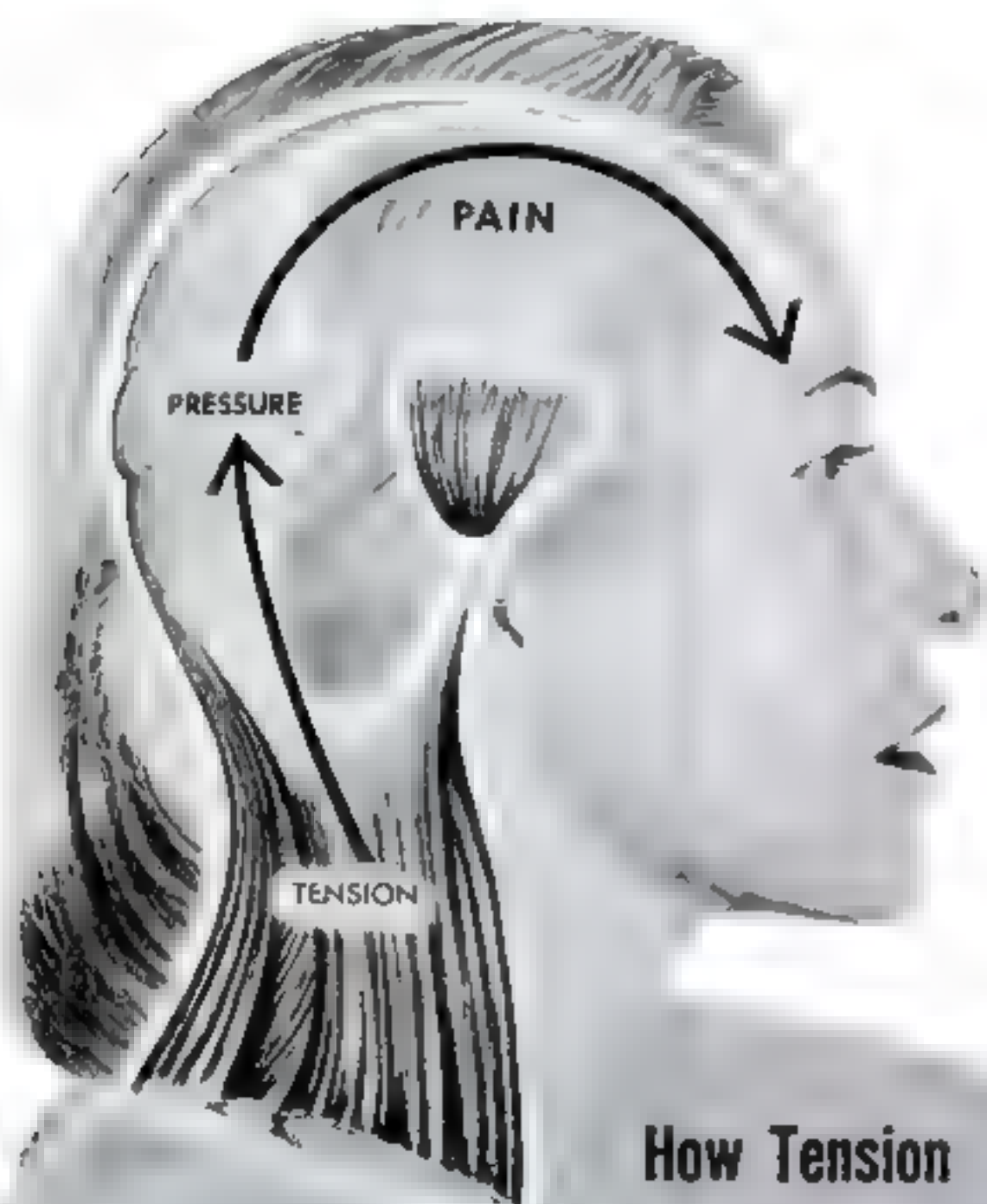
TRIUMPHANT AS TOSCA. Callas sings *Vissi d'arte* aria. Program included many of her favorites.

CONTINUED



How you can break up the VICIOUS CYCLE of NERVOUS TENSION HEADACHES

Better than aspirin even with buffering added



How Tension Headaches Start

90% of all headaches are caused by tension that comes from a source you'd never suspect — the muscles of back of neck and scalp. This tension causes pressure on nerves and tiny blood vessels and results in pain. In turn, the pain builds up more tension, more pressure and makes your headache worse. That's why you should try the special medication in Anacin (not found in aspirin or even in aspirin with buffering) to give fast and more complete pain relief and break up the vicious tension headache cycle.

ANACIN® • Relaxes Tension • Releases Pressure • Relieves Pain Fast

Tension headaches need the special medication in Anacin for more complete pain-relief. So why limit yourself to aspirin or buffered aspirin which contain *only one* pain reliever when you can benefit by the *extra* medication in Anacin? Anacin contains *not* just one but a *combination* of medically proven ingredients which 3 out of 4 doctors recommend for headache pain. And here's why Anacin gives a 'better total effect' in relieving pain of tension headache, neuritis and neuralgia...

The special medication in Anacin — which you *do not get* in aspirin or buffered aspirin — relaxes the tension, releases the pressure and promptly relieves your headache. Anacin stops the vicious pain cycle fast. Anacin Tablets are safer, too. They do not upset your stomach. Buy Anacin today.

3 out of 4 doctors
recommend
the ingredients in



CALLAS CONTINUED



TRANSATLANTIC FAVORITES Juliette Greco, actress in *The Roots of Heaven*, and Gerard Philipe, recently on Broadway, compare impressions.



ADDED ATTRACTION was Brigitte Bardot who got her own ovation as she entered. Here she tells reporter about plans to do a TV dance program.



COOL AT THE CONCERT, Actress Martine Carol, who once said plunging necklines made her nervous, arrives, low-necked but calm and collected.

The big *Sealy* Sale is on!



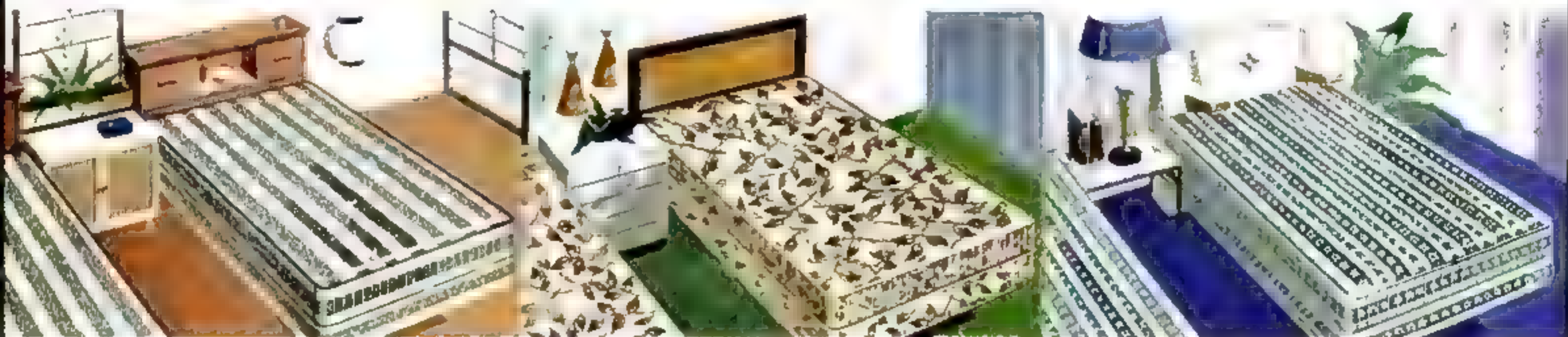
SPECIAL BUYS IN HEADBOARD ENSEMBLES

Each price quoted
includes twin-size
headboard,
mattress, box
spring, steel frame.

SEALY LAUREL—Lovely . . . but so practical . . . this graceful headboard in washable light grey plastic. Mattress with pretty modernistic design. 4-pc. set. **\$79.95**

SEALY FLEUR-DE-LIS—Sculptured headboard in washable Boltadex . . . with regal fleur-de-lis pattern in exclusive Boltadex design. Matching ticking on a smooth-as-silk mattress . . . no buttons. A beautiful addition to any bedroom. 4-pc. set. **\$89.95**

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Some prices slightly higher in Canada. © Sealy, Inc., 1030

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Into the heart of a split, hot baked potato spoon a big swirl of Kraft's Cheez Whiz. That golden goodness will *melt right in*... putting fine cheese flavor through and through. Garnish 'em with a sprig of parsley.

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New twist on "mashed" Beat in plenty of tantalizing golden Cheez Whiz when you mash your hot potatoes. Add a few more spoonfuls in the center of the serving dish. The folks will love these rich, cheese-flavored mashed potatoes.

NEW!
.....>
PIMENTO
CHEEZ
WHIZ





MOVIE MISSIONARY Ingrid Bergman tries on Chinese robe given her by a mandarin when, giving up his opposition to her work, he invites her to dinner.



REAL-LIFE EVANGELIST Gladys Aylward wept when talking about movie. She now lives on Formosa where she preaches and is a part-time English teacher.

Ingrid Portrays a Missionary

Twenty-eight years ago a London parlormaid named Gladys Aylward left her job and set off alone for China to work as a missionary. After a hazardous journey through Siberia, some of it on foot, she arrived in Yangchen and began devotedly caring for the Chinese. She has been at it ever since, unknown until the publication last year of an account of her life, *The Small Woman*. Now, with the release of 20th Century's movie, *The Inn of the Sixth Happiness*, her fame will be worldwide.

In the film, robust Ingrid Bergman does remarkably well at making the wiry Miss Aylward's incredible life believable. Opening an inn where she told gospel stories to travelers, the missionary gradually won their

confidence. She learned Chinese and adopted five orphans. The local mandarin gave her the job of foot inspector to enforce the law against the binding of babies' feet. During the Japanese invasion of China the stalwart Englishwoman led 100 homeless children on a terrible trek over the mountains to the safety of the interior.

The movie was made in north Wales, which looks remarkably like north China, and is full of small Chinese children rounded up from all over England. Miss Aylward, who went to Formosa in 1957, has doubts about the film, though she has not seen it or read the script. "I know nothing about films," she says tearfully. "What have they made me out to be?"

AYLWARD'S CROSS-COUNTRY TREK FLEEING THE JAPANESE IS ENACTED BY BERGMAN. WHILE MAKING SCENE SHE WALKED TOTAL OF 50 MILES CARRYING CHILD



CONTINUED

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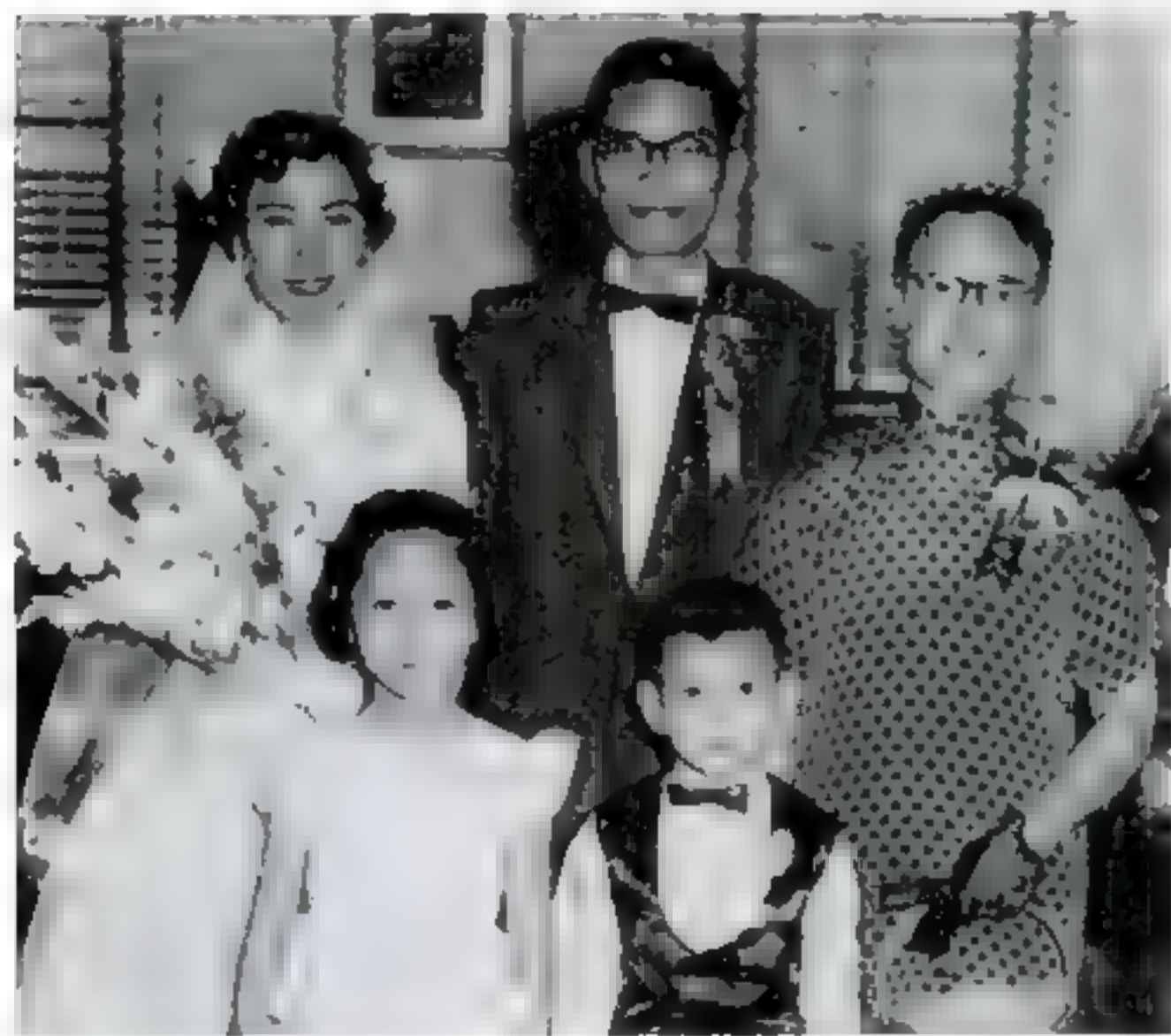


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Gladys Aylward on Formosa



AT WEDDING of her adopted son, Rev. Michael Chen, Miss Aylward is member of bridal party. Michael runs Hong Kong mission sponsored by his mother.



WITH NEIGHBOR Miss Aylward strolls near rice fields. She lives on the outskirts of Taipei, which she says reminds her of scenery in north China.



KEEPING UP CORRESPONDENCE with friends around the world, Miss Aylward works in her Taipei quarters, a tiny room with a one-burner stove.

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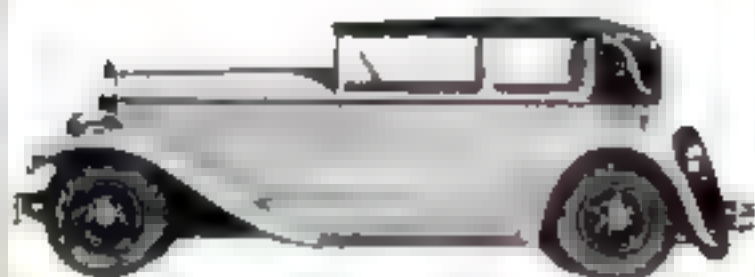
1920



1921



1922



1927



1928



1929



1930



1935



1936



1937



1938



1943



1944



1945



1946



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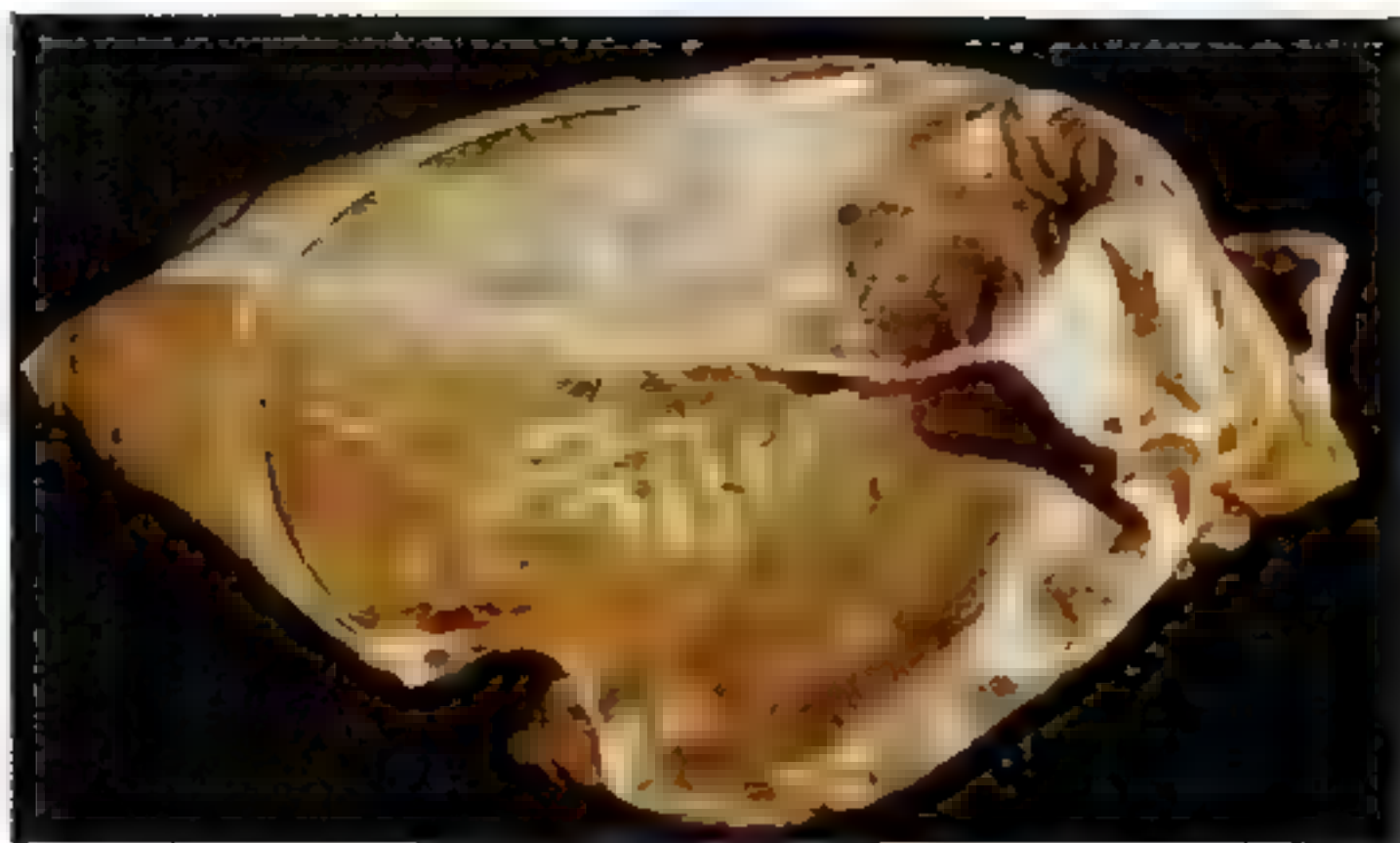
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WHY? Why do more people ride on Goodyear tires than on any other kind? Because year after year Goodyear has never forgotten the meaning of the word "value."

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Made with new improved
3-T Tyrex cord.





ON VESSEL'S BATTERED BASE, FOUR RAMS STRIDE AROUND A FLAIED MAT

The Secrets of a Golden Bowl

UNKNOWN CULTURE IS UNEARTHED

Century after century, for 2,800 years, the winds blowing across the dry plains of northwest Iran piled the mound of earth higher and higher over the golden bowl, hiding its beautifully decorated surface and, with it, the secrets of a high civilization. Only a few months ago Iranian and American scientists digging into the mound came upon the bowl and recognized in it one of the most significant objects ever unearthed, a discovery that may rank with the greatest of all archaeological finds. For the gods and goddesses riding lions and racing chariots around the bowl were worshiped by a people whose culture has been completely unknown to the world.

In the 9th Century B.C., these people disappeared after their kingdom had been invaded. No one can tell exactly what their civilization was because its art, a key in determining a culture, differs from all others. But from the scenes on the vessel shown on the next five pages much can be deduced about the men who made the bowl and held it sacred. The last pages of this article, comparing these scenes with the art of other cultures in the region, give clues to the long lost people's identity and greatness.



A Ride on a Lioness

Detail (left) of bowl shows goddess, mounted on lioness, holding mirror that may symbolize the afterworld by reflecting the soul. Lion is branded with goddess's swastika. Below, gods pull demon's hair.



The Bowl Life-size with Its Graven Gods

Here the gold bowl which was found flattened and dented, is shown full size. At the top a horned god of the land and a sun god with winged crown ride in bull-drawn chariots. At upper left rams are led as

offerings to the gods. Below, an archer with snake headband faces an eagle that may be tearing a goddess to heaven. Next to the soaring eagle is the lion goddess shown in detail at bottom of opposite page.

CONTINUED



Goddess in Striptease

The female above, probably a goddess of fertility, stands on the back of rams and flings open her cape. Artist graved circles to denote ankle bones and breasts, punched dots to portray patterned textile.

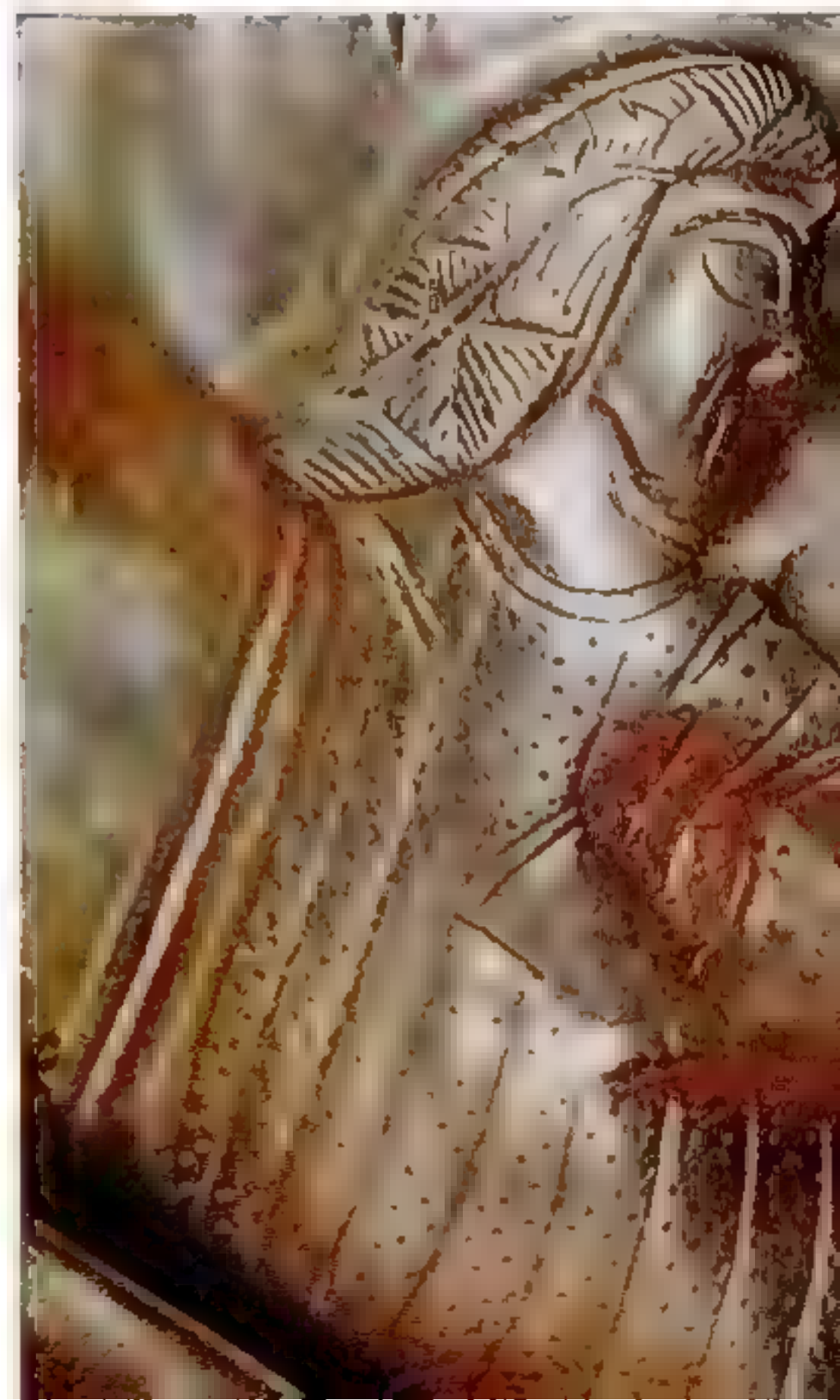
A Mother's Offering

A woman (right) holds a baby by its head and legs, offers it to a figure on a throne (shown in adjoining picture). A bend obscures part of infant's body. The mother is in sacklike dress, has braided hair.



A Weather God's Journey

With rays sprouting from his shoulders, a weather god cracks his whip as he rides a two-wheeled chariot. He reins a huge bull that spews a gushing stream down on a dragon, shown on following page.





A Deity's Pleasure

The god (Ptah) dressed in long skirt and seated on throne, holds a piece of a scepter and smiles as he receives lotus offered by woman in detail below. See the four cro legs were found in city's ruins.



CONTINUED



A Hero's Battle against a Demon



A warrior god stands on a crocodile's head, his moccasins bugging, the animal tail tassels on his kilt slapping his thighs, lashing out with net-like netch-knives. He attacks a crocodile demon. One part

of the demon is a human-headed mountain. Other part is a three-headed dragon on whom the weather god's bull (preceding page) spouts water. On two rams at right perches the naked goddess.



A Priest's Libation to the Gods

Heading a procession of ritual offerings, a bare-footed priest in a fringed, togalike robe lifts a tall lotus on cup toward the weather god's majesty below. A cup similar to one he raises was found wrapped

in cloth in the excavation. The priest's urlock is curled upward, but the back of his head and his chin are shaved. Behind him, one of the curly hairs shown on the first page of this story, awaits its fate.



SITE OF DISCOVERY IS RUINED PALACE ON PLAIN FACING ZAGROS MOUNTAINS. SKELETONS AND BOWL WERE FOUND IN CHAMBER IN CENTER FOREGROUND

How the Heirloom of Hasanlu Was Saved

The main clues to the mystery of what people had created the golden bowl lay in the site where it was discovered. This was a 70-foot-high mound rising on the lands of a tribal leader near the mud-hut village of Hasanlu. The mound was spotted two years ago by M. T. Mustafavi of the Iranian Archaeological Museum. At his suggestion, scientists from the Museum of the University of Pennsylvania, who had been working in Iran, formed a team with Iranian scientists and began excavating the hillock.

Within it they found the main gate of a fortified town, four huge defense towers and the massive foundations of a stone and brick wall they estimated was 20 feet high. Behind this rampart were ruins of a two-story building, probably the palace (*above*). Built around a colonnaded patio,

it was outfitted with a rainwater catchment, bronze utensils, pots, iron and bronze weapons and even ceramic wall hooks. Here was unfolded the dramatic story of how the golden bowl was saved.

Around 800 B.C. the walled city was besieged and set afire. Three defenders, brandishing swords and a mace, dashed across the palace's top floor, desperately trying to save the bowl, apparently a sacred heirloom of their citadel. The building collapsed, burying the soldiers under blazing debris. In death they fulfilled their mission, for they and the bowl lay hidden while the abandoned city disappeared under windblown sands. When finally discovered last summer, the skeletal warriors lay beside their weapons (*below*). With his bony arm, one still clutched the precious vessel.

SKELETON LYING FACE DOWN IN PALACE RUINS AND HOLDING BROKEN SWORD IN RIGHT HAND WAS ONE OF THE SOLDIERS WHO DIED TRYING TO SAVE BOWL





MOUNTAIN DEMON

Hurrian Carving

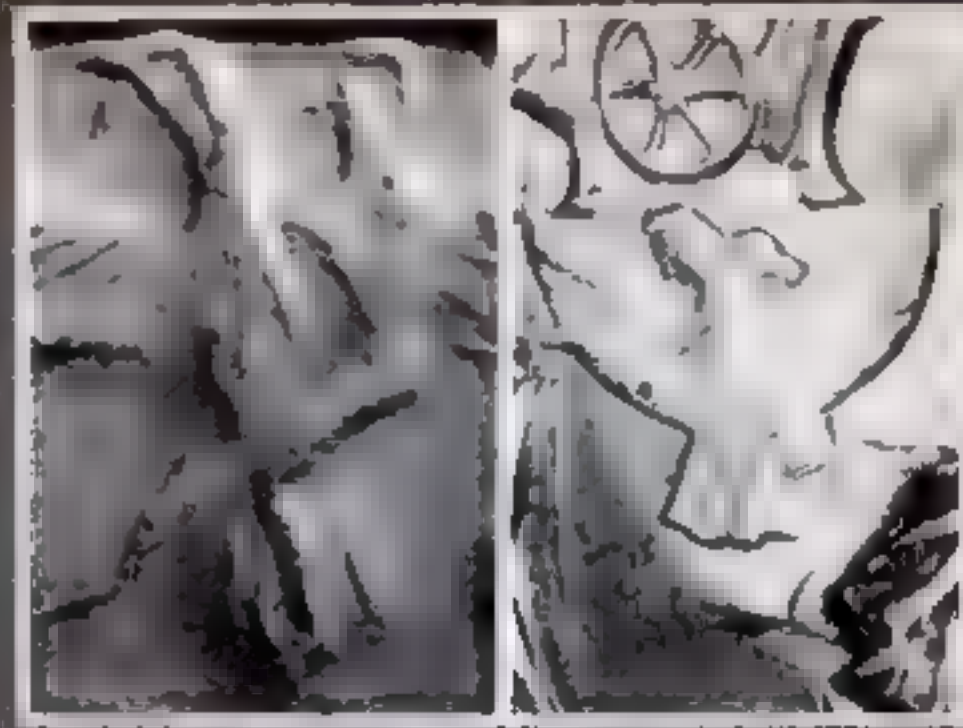
Hasanlu Bowl



DEMON'S HAIR-PULLING

Hurrian Scene

Hasanlu Bowl



EAGLE CARRYING A GOD

Akkadian Seal

Hasanlu Bowl

Bowl's Owners and Traditions

Once they had established that the city of the golden bowl had been a powerful Ninth Century B.C. fortress, the scientists studied records of that period for mention of such a citadel. Then they compared the bowl with other Near Eastern art for further clues to its citizens' culture. They concluded that the town was the westernmost fort of the Mannaeans, a people mentioned in the Bible as the Manni.

The Mannaeen kingdom was a turbulent one in which Mannae was a buffer state between the Urtians, vigorous mountaineers from the bleak highlands of the northern Zagros Mountains, and the Assyrians, aggressive city-dwellers from the rich lowlands along the Tigris and Euphrates rivers. These rivals vied for the Mannaeen realm because its strategic location by Lake Urmia controlled important passes through the Zagros. In Mannaeen times the Urtians also fought the Neo-Hittites in the northwest, while Assyrian armies conquered the wealthy Babylonians in the south and spread westward to dominate most of the Near East. Assyrian inscriptions speak of the Mannaeans rebelling against Assyrian rulers. Sometime in the Ninth Century B.C. either Assyrians or Urtians besieged and burned the fortress at Hasanlu.

Mannaeen writing so far has not been found in their bastion, so the bowl remains the key to their beliefs. The vessel shows that in imaginative manner the Mannaeans adapted the gods and myths of their predecessors (photos above) as well as of their neighbors.

The winged disk crowning the bowl's sun god resembles a symbol for Egyptian and Assyrian deities. Animals were branded for the gods in Babylonian temples, and lions, seen twice on the bowl, were favorite mounts of Hurrian and Neo-Hittite goddesses. The scene of a baby given to a god suggests a Hurrian myth in which the child becomes a mountain monster. The bowl's episode of heroes grappling a demon may go back to one of man's earliest epics, the 2000 B.C. Sumerian story of the warrior Gilgamesh who battled a forest giant.

ANCIENT WORLD of Mannaeans is shown on map at right which locates their neighbors and depicts their activities in Ninth Century B.C. Except for reconstruction of fall of city at Hasanlu, illustrations are adapted from actual Near Eastern art.

SIGNIFICANT COMPARISONS appear in the frieze of photographs above, in which details from the golden bowl are matched with similar details from other ancient Near Eastern art. All but one at

far right are comparisons with civilizations known to be older than Mannaeen. In portraying heroes pulling a devil's hair and in rendering a mountain demon with human head, the bowl's goldsmith



NEO-HITTITE CHARIOTEERS HUNT A LION



NEO-HITTITE SOLDIERS MARCH TO WAR



PHOENICIAN BOATS BRING GIFTS FOR ASSYRIAN CONQUERORS

MEDITERRANEAN SEA



ISRAELITE KING JEHU BOWS BEFORE ASSYRIAN EMPEROR SHALMANESER



EGYPTIAN SERF RAISES WATER FROM A CANAL

CONTINUED



STRIP-TEASE GODDESS

Levantine Bowl



WEATHER GOD

Hasanlu Bowl



LION WITH SWASTIKA

Caspian Cup

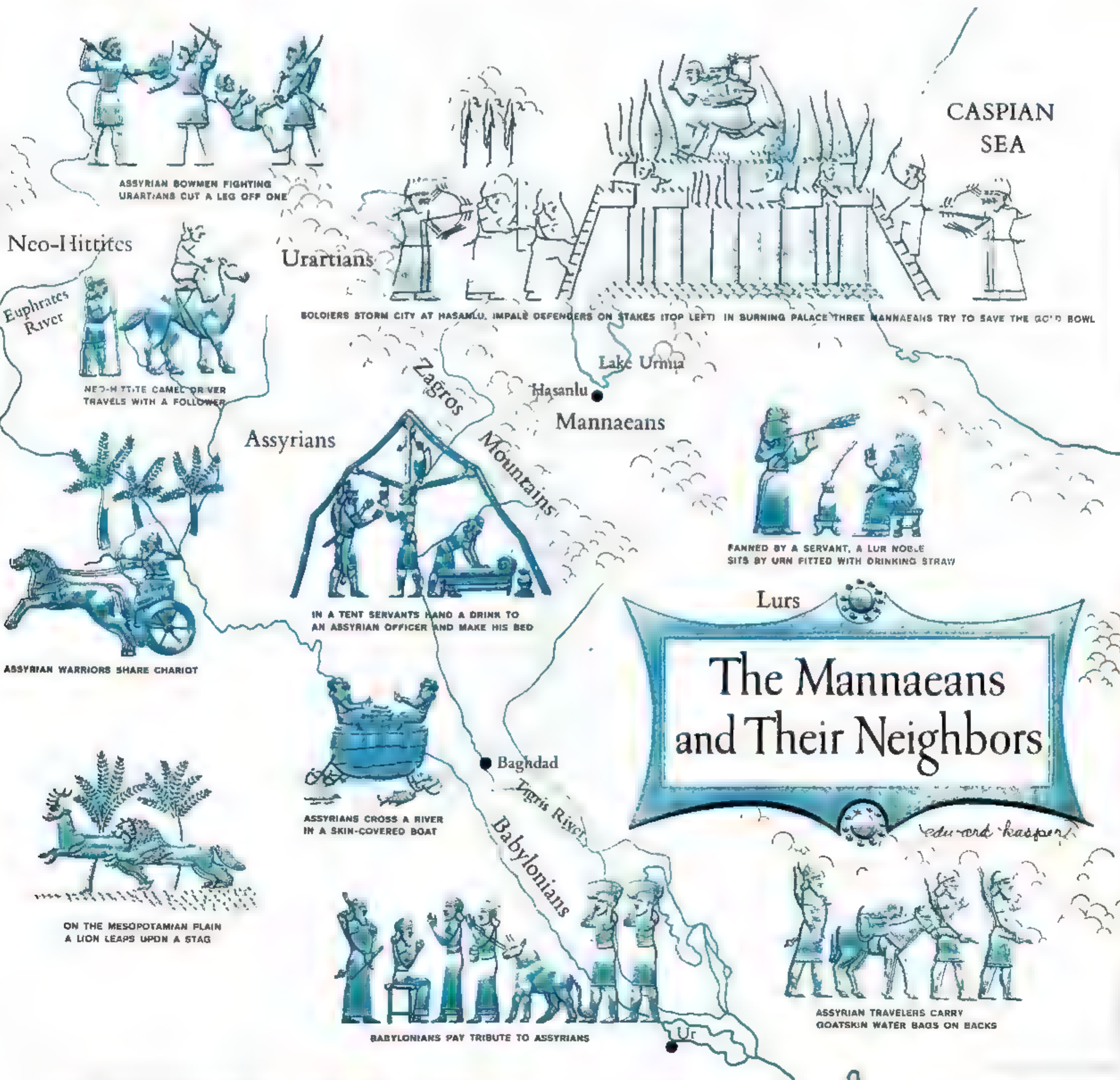


Hannu Bowl

borrowed from 14th Century B.C. Hurrians, whose realm spread eastward from Achanana (map below). An eagle bearing a woman is similar to the 2200 B.C. Akkadian scene, carved south of Baghdad, of

a shepherd god who went to heaven on an eagle to obtain the plant of life. The 1,th Century B.C. Levantines around Byblos had a fertility goddess who, like the bowl's strip-teaser, stood naked on a

beast. The bowl's charioteer with shoulder rays resembles an Akkadian god from Ur. The 11th Century B.C. hon cup at right was unearthed near Caspian Sea. Its style, like bowl's, may be Mannaeans.



Neo-Hittites

Euphrates River

ASSYRIAN WARRIORS SHARE CHARIOT

NEO-HITTITE CAMEL DRIVER TRAVELS WITH A FOLLOWER

ASSYRIAN BOWMEN FIGHTING URARTIANS CUT A LEG OFF ONE

Urartians

SOLDIERS STORM CITY AT HASANLU. IMPALE DEFENDERS ON STAKES (TOP LEFT) IN BURNING PALACE THREE MANNAEANS TRY TO SAVE THE GOD'S BOWL

Lake Urmia

Hasanlu

Mannaeans

Assyrians

Zagros Mountains

IN A TENT SERVANTS HAND A DRINK TO AN ASSYRIAN OFFICER AND MAKE HIS BED

FANNED BY A SERVANT, A LUR NOBLE SITS BY URN FITTED WITH DRINKING STRAW

Lurs

The Mannaeans and Their Neighbors

Edward L. Soper

ON THE MESOPOTAMIAN PLAIN A LION LEAPS UPON A STAG

ASSYRIANS CROSS A RIVER IN A SKIN-COVERED BOAT

Baghdad

Tigris River

Babylonians

BABYLONIANS PAY TRIBUTE TO ASSYRIANS

ASSYRIAN TRAVELERS CARRY GOATSKIN WATER BAGS ON BACKS

Ur

For colds or flu



If you take aspirin or buffered aspirin for a cold or flu, two aspirins are good to attack pain.

Better still is one aspirin and one Coldene Tablet. This combination gives pain relief plus relief for other cold miseries as well.

But best for fast, sure relief—for feelable relief in minutes from cold or flu symptoms, take 2 Coldene Tablets every 3 hours.

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feelable relief in
minutes with

coldene[®]

TABLETS



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Golden Bowl CONTINUED

Young Discoverer

The chief sleuth of the Mannaean mystery is 31-year-old Robert Dyson Jr. (below), the Pennsylvania University archaeologist who headed the dig. After three months of dawn-to-dusk spadework, his team exposed most of the city's palace. Then one evening a pickman uncovered a man's hand and arm. "The finger bones were stained green from the verdigris of rows of bronze buttons under the skeleton," Dyson recalls. "The coin-size disks were a form of armor, unknown to us, made of buttons sewn close together on leather." With T. Cuyler Young Jr. and Charles A. Burney, his assistants, he began brushing silt off the bones and unexpectedly revealed a bit of gold. "Thinking it was a bracelet, I brushed some more. Our eyes got bigger and bigger as the sliver became a strip, and then a sheet, and then a golden bowl.

"Lifting it gently from the armbones, I stuck it inside my shirt and went over to where our secretary, Caroline Dosker, was giving the workmen their day's pay. Pulling out the vessel, I held it high: 'Here it is, men—the discovery of a lifetime!' As the gold glowed in the sunset, the group stared in disbelief. We nicknamed it Baby. Before taking Baby to a vault for safekeeping, we washed it and filled it with wine. Then we all drank a toast: 'From Mannaean lips to ours.'"



EXPEDITION LEADER, Robert Dyson, waves the bowl beside Landrover in Iran. If he can raise money, he hopes to dig further at Hasanlu in '59.



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Mattress

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GIVE YOURSELF the grand feeling of waking up *completely rested*. A unique invention called Patented Sertaliner Innerspring Construction helps you do this. You get exclusive Sertapedic features doctors agree are sleep and health essentials...**TOP COMFORT and DEEP SUPPORT!**

Luxurious smooth-top surface • finest decorator-textile covers • special leveling layer to prevent "coil" feel • pre-built crush-proof layers • beautiful cross ventilation • incomparable construction and comfort!

MAKE THIS 1-2 TEST



1. Press lightly!
Feel the permanent
TOP COMFORT
that relaxes your
muscles...cradles
you with highly resilient inner-
springs, not just upholstery.

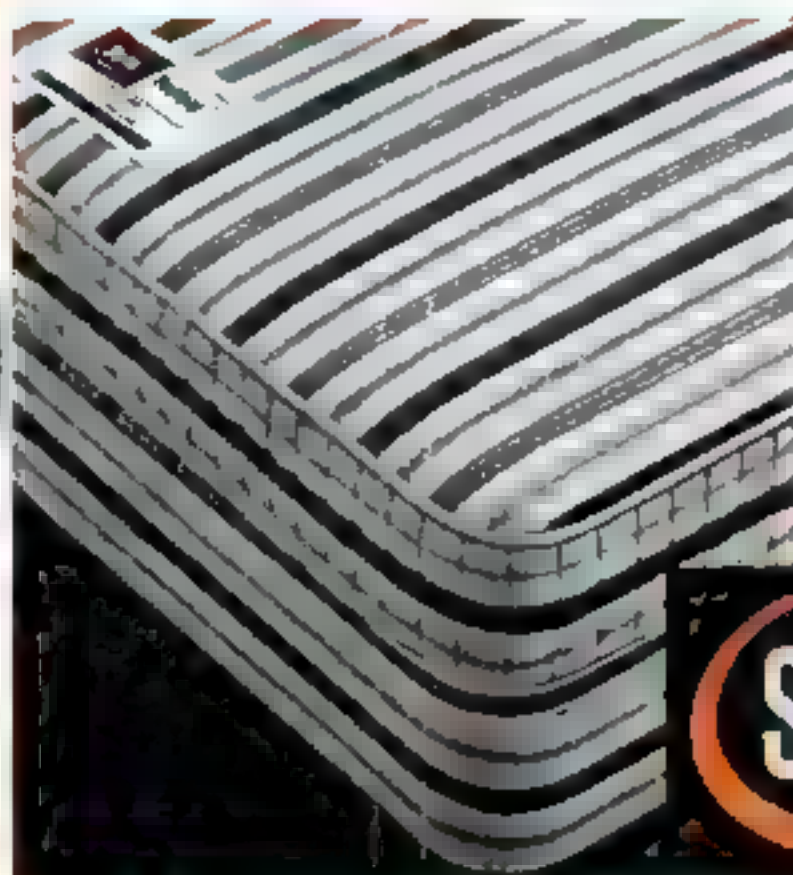


2. Press hard!
Feel the permanent
DEEP SUPPORT
that levels your
spine...as gentle
ribbons of steel distribute your
weight, give permanent firmness.

Advertised in the Journal of the
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Serta-"Bilt" Mattress
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Famous SERTA-POSTURE Mattress,
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ONCE-A-YEAR-NATIONAL-SALE Price!

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Jack Kramer, world-famous tennis player, says: "You need power in my game, so I go for the Powerhouse of Vitamin C and energy. Right—it's Florida orange juice."



One little can of Fresh-Frozen orange juice makes four big glasses. Saves you time! Saves you money! Gives you full measure of natural Vitamin C plus other health benefits.

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**Your body can't store it—
you need it every day**

Natural Vitamin C is essential to good health. You must have it every day. It builds up resistance to disease, promotes growth, helps form bones and teeth. And the best way to get your Vitamin C is in its natural form—in wonderful tasting orange juice from Florida because it also supplies energy plus seven other health benefits. Children, grownups, everyone needs at least *one big glass* of orange juice from Florida *every day*. It is a Powerhouse of Vitamin C.

**FRESH-FROZEN
ORANGE JUICE** from **Florida** 

SOLE IDENTIFICATION

In the near future all Air Force personnel will be doubly identifiable. Not only will their fingerprints be recorded, but also inky impressions of their foot soles. Airmen's feet often go unscathed in air disasters, because they are clad in bulky flight boots. Footprints can be an invaluable substitute for fingerprints in identification.

The Air Force is experimenting with two techniques at Wright-Patterson Air Force Base, Dayton, Ohio. The one shown below, done with ink-coated feet on

absorbent paper, is just like fingerprinting. But it presents a messy job of scrubbing off the ink afterwards (right). The Air Force is now perfecting a method for mass printing. In it an invisible chemical applied to the foot reacts with a specially treated paper to make a clear, black impression of the sole's lines and whorls.

While the Air Force's program is still in its infancy, the principle is already a proven one. The Air Force is following the example of maternity hospitals who have long used footprints to keep new-born babies straight.



COLONEL CHAMBERS SCRUBS INK



GUINEA PIG FOOTPRINTERS for Air Matériel Command, which is responsible for program, show inky feet after pressing them on papers on floor. Each

man's print is shown beneath him. Left to right are Colonel Herbert Chambers, 1st Lieut. Allen Fellers, M, Sgt. Eugene Renwick, and Airman 2/C Roger Dreyo.



Hands Tell
Your Age?

PIONEER Wardrobe
of
Liquidproof Gloves
Keeps Them Young!



Bluettes
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Supper Stonettes
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Knit cotton lined... **Bluettes**
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Tissue-thin... **Nimble Fingers**

The PIONEER Rubber Company
Willard, Ohio



Girls' Showy Shirt Sleeves

Just as no right-thinking man would play poker with his coat on, no well-dressed woman this spring will be without shirt sleeves in her wardrobe. For everything from sportswear to evening clothes, shirts are in strong. Their color is usually classic white and cuffs are always regulation. Fabrics range from linen

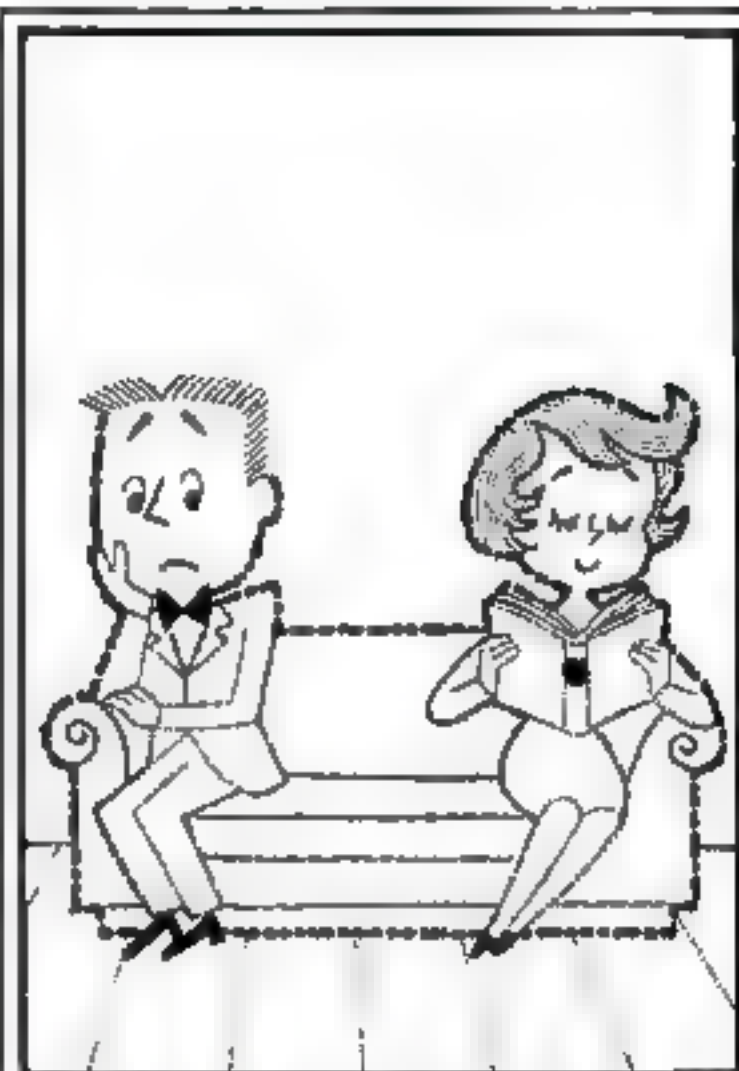
and crepe to satin. Although some shirts are as tailored as a man's, dressier ones have soft collars, pleated fronts or sleeves with enormous fullness. All of this season's versions are set off by vests or jerkins, so that even when a lady puts her jacket on, she may still be wearing her shirt sleeves.

FASHION

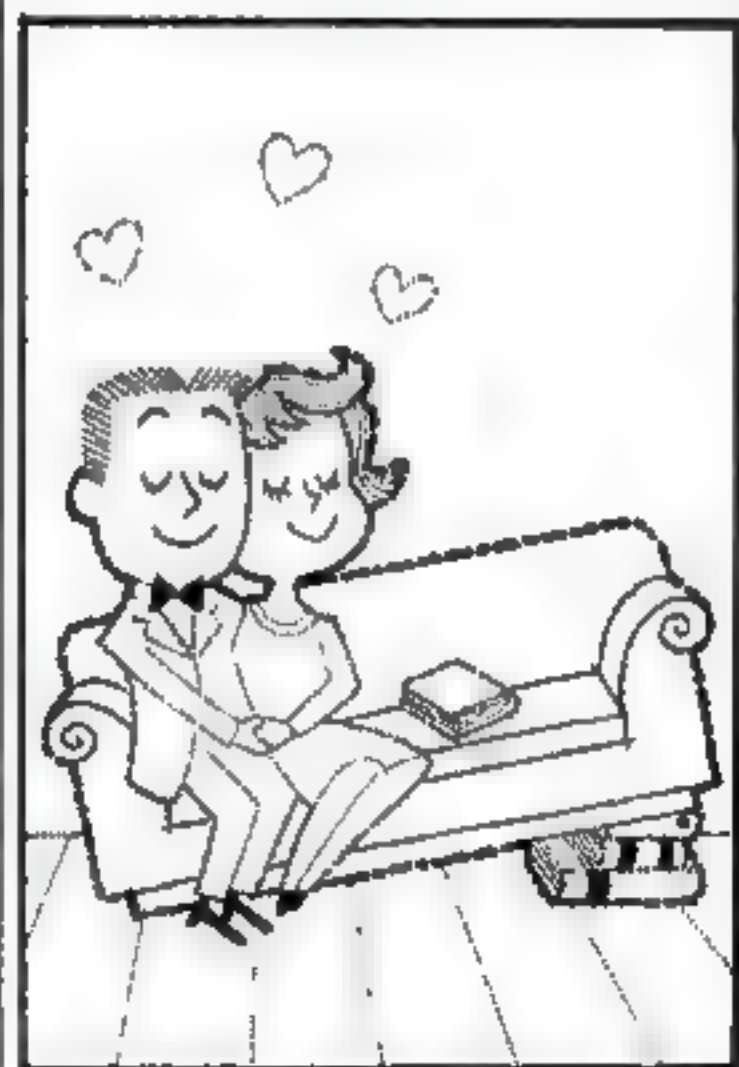
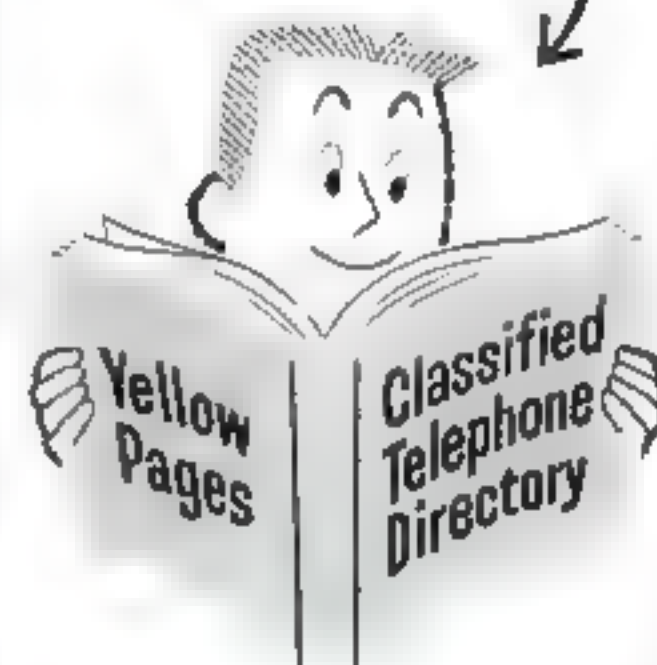


FOR DAYTIME a crepe high-waisted smiddress is worn with its own brass-buttoned Empire vest in navy blue wool. This outfit costs \$70 (Malcolm Charles).

FOR EVENING shirt-sleeve outfit consists of long skirt and a sleeveless jacket worn over a shirt with full sleeves. By Junior Sophisticates, it costs \$90



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whatever you need—



Advertisers displaying this emblem
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Finest Boys' Jeans Made



GOLD STRIKES

Demand



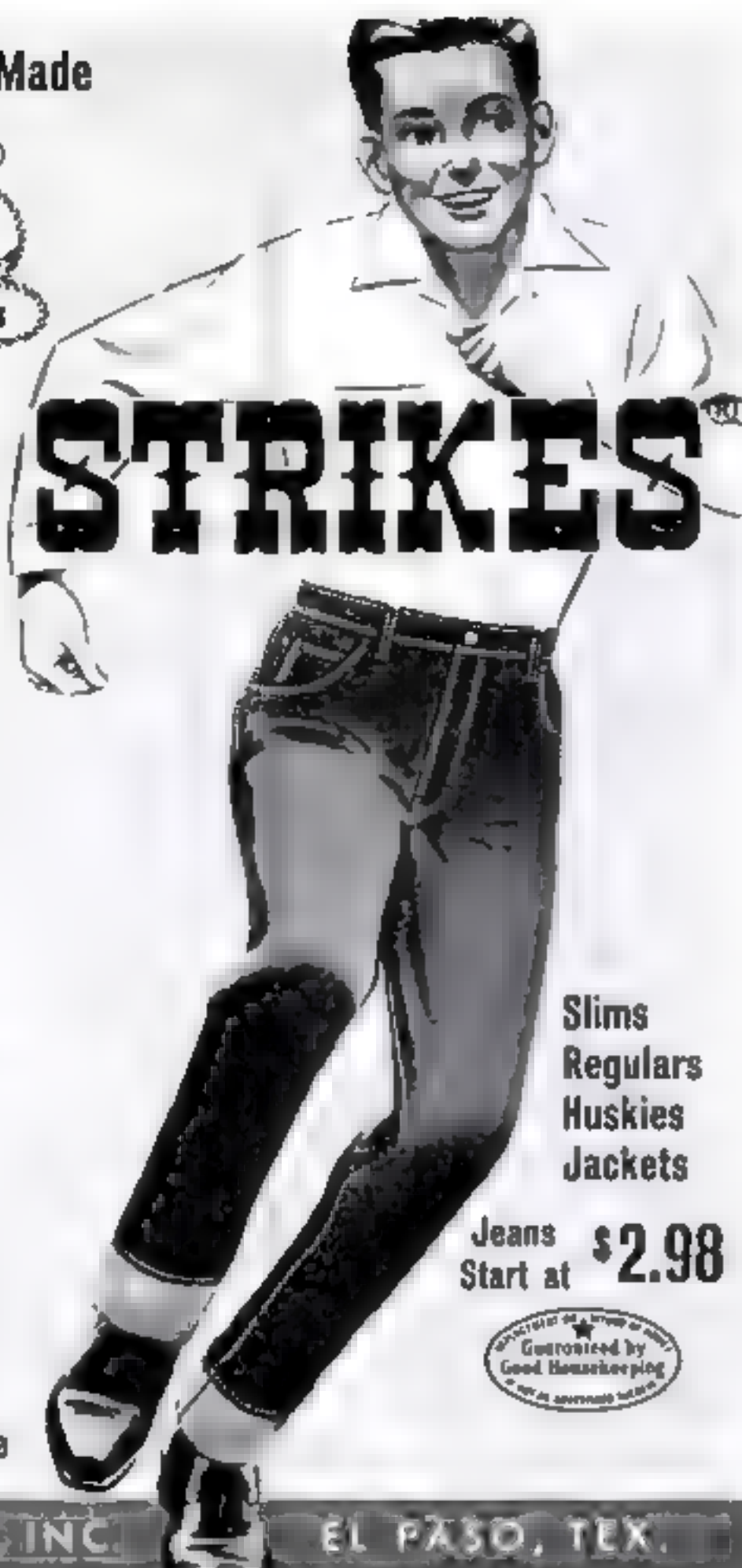
Knees wear & wear

Better looks, longer wear, more of everything for your money with GOLD STRIKES. Of the sturdiest, colorfast, nylon-reinforced 11 1/4 oz. denim. Sanforized.*

* Shrinkage less than 1%

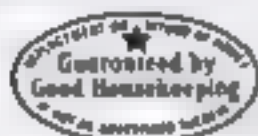
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Jeans Start at **\$2.98**



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Slipping, Clicking, Loose
FALSE TEETH
Use Improved, Softer
EZO Dental Cushions

**Grips Dentures
Firmers, Quicker!**

Helps Keep Seeds Out
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Helps Plate Fit Snug
Helps Prevent Clicking

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for your lower plate?

Ask for New EZO Heavy Gauge Cushions!
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EXPECTING A CHECK?

You'll get it quicker if you gave your postal delivery zone number with your address.

The Post Office has divided 106 cities into postal delivery zones to speed mail delivery. Be sure to include zone number when writing to these cities. Be sure to include your zone number in your return address—after the city, before the state.

LISTO writes on
freezer paper

(and everything else!)

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Just foam it on...and towel it off! Your dog is gleaming clean. No danger of colds or drafts. Kills fleas; deodorizes, too. Get PULVEX Dri-Shampoo at pet, drug, dept. stores. PULVEX, Chicago 14.

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STOMACH ACIDS IN SECONDS!



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COTTONS**

**Sheets and
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Soon Gone, Too, Is The Corn When You
Apply Fast-Acting Dr. Scholl's!

Soothing, cushioning, protective Dr. Scholl's Zino-pads give you the fastest relief imaginable...remove corns one of the quickest ways known to medical science. Get a box today Sold everywhere.

**Dr. Scholl's
Zino-pads**



SHIRT SLEEVES CONTINUED



STREET OUTFIT is houndstooth skirt and sleeveless cardigan worn over a tailored linen shirt (Sportswirl, \$60). Schoolgirl roller is by Sally Victor



COCKTAIL COSTUME of navy blue accordion-pleated skirt and side-buttoned jerkin has a dressy satin shirt with bow at neck (Talmack, \$225).



Old-world flavor...new-world ease. Real Italian-style
CHEF BOY-AR-DEE® Spaghetti and Meat Balls

Feed your family this hearty meal with meat for only about 14¢ a serving. You'll fancy you're in Florence when you taste Chef's tender spaghetti and plump, juicy meat balls. Kids love it...so will you because it's good and quick and costs so little. Get thrifty 5-serving cans or the handy 2-serving size today.

Now
available
in
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In looks and action... all alone in a wonderful

Everything about it says that here's a car unique in the industry—for certainly a car that looks so different must act much differently, too.

Pontiac's Wide-Track Wheels make the biggest single change in driving you've ever known. You'll find the corners have lost their lean and the S-curves their sway under the widest, steadiest stance in America.

Next you'll realize that you've been commanding the silk-iest, most responsive power on wheels in the industry's most advanced V-8, the action-packed Tempest 420.

If economy comes first with you, Pontiac offers an amazing new engine—the Tempest 420E—that gives you full V-8 power on regular gas for a saving of up to 5¢ a gallon. *And it delivers better mileage than many smaller cars!*

In fact, this engine recently made the V-8 economy news of the year. In a NASCAR supervised test a standard Pontiac Catalina traveled 2,442.7 miles coast to coast for only 1½ cents per mile for fuel—and averaged over 40 miles per hour!

See your Pontiac dealer soon... and see why this new Pontiac is the year's most talked-about car.



You get the solid quality of Body by Fisher

new class of its own

PONTIAC!

America's Number ① Road Car

3 Totally New Series • Catalina • Star Chief • Bonneville



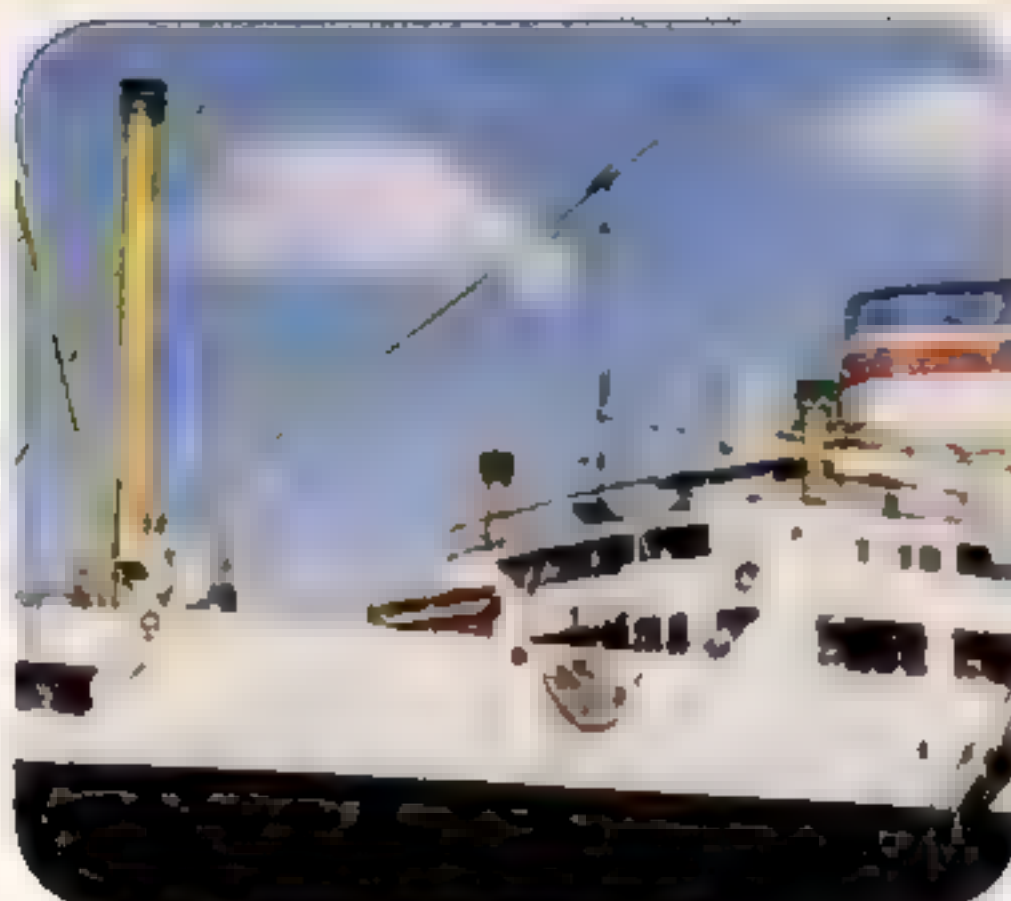
ONLY CAR WITH WIDE-TRACK WHEELS

... acclaimed by experts as the year's top engineering advance! The wheels are moved out 5 inches for the widest, steadiest stance in America—lower center of gravity for better grip on the road, safer cornering, smoother ride, easier handling. Pontiac gives you roadability no narrow gauge car can offer!

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

MEN OF AMERICA: FREIGHTER CREW

*Live-action shots—
Seattle, Wash.*



*Swing that freight aboard
with care and speed!*



*Free world's going to get
the goods they need!*



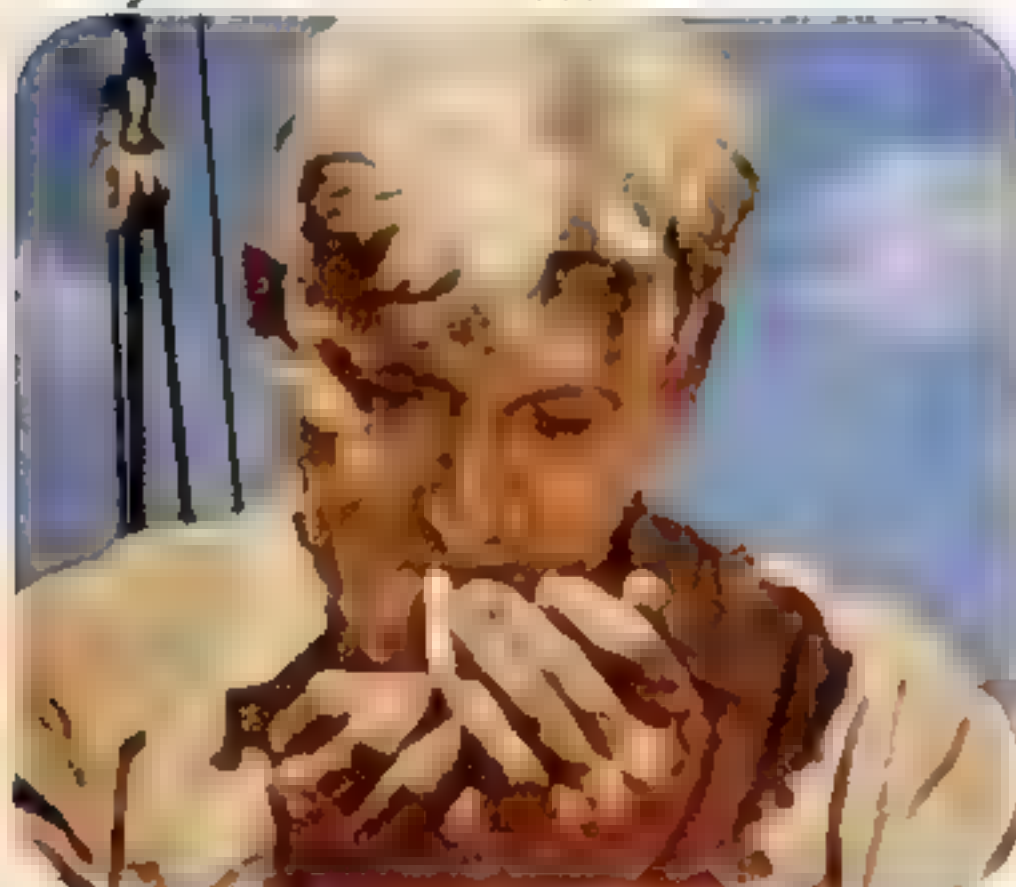
*On the deck of freighter ships
you'll find a man...*



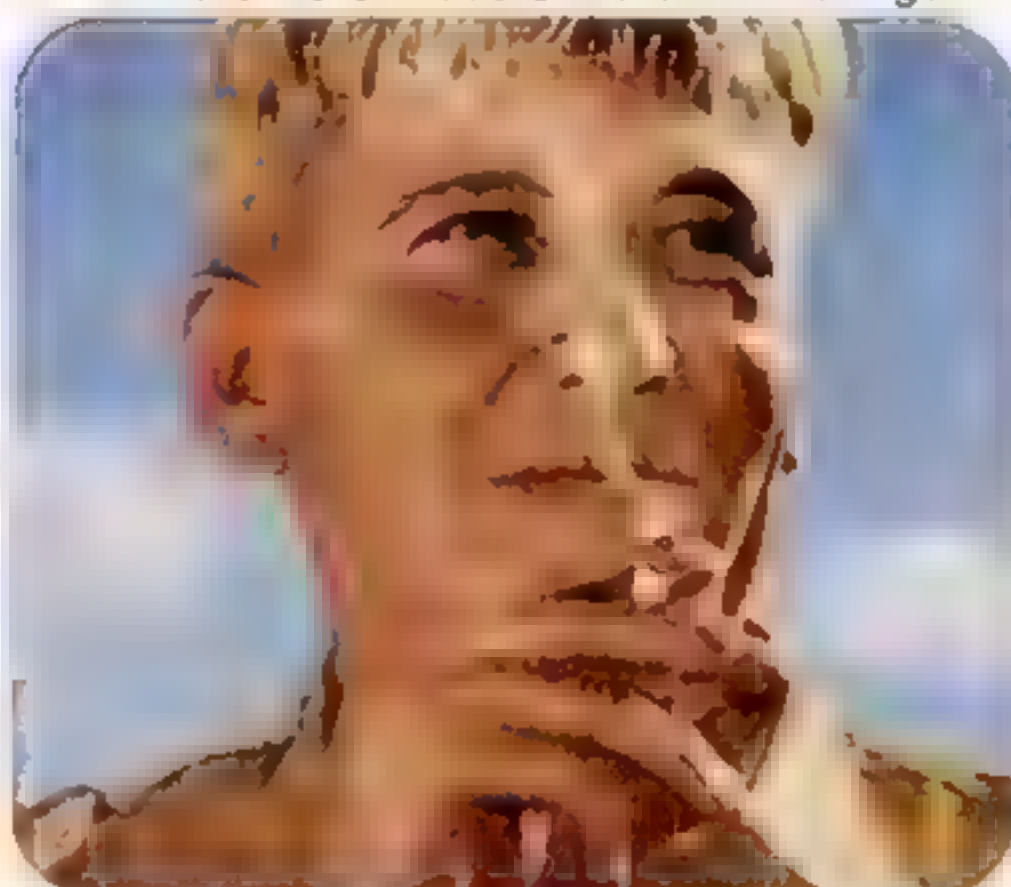
*Stops and takes big pleasure when and
where he can... Chesterfield King!*



*Always the top-tobacco, straight Grade-A,
packed by a miracle called Accu-Ray!*



*This sun-drenched top-tobacco's
gonna mean...*



*That you're smokin' smoother and
you're smokin' clean!*



*The very best tobacco in the U. S. A.
gives you big clean flavor in a big, big way.*

*When you've earned a smoke... NOTHING SATISFIES
LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO*

CHESTERFIELD

© Uggell & Myers Tobacco Co.



*Top Length
Top Value
Top-Tobacco
Filter Action*

KING



AMID MASSIVE ELEGANCE, A PORTRAIT OF JOHN PIERPONT MORGAN THE ELDER GAZES OUT UPON THE MAIN FLOOR OF THE BANK HE FOUNDED

MORGAN'S NEW ERA

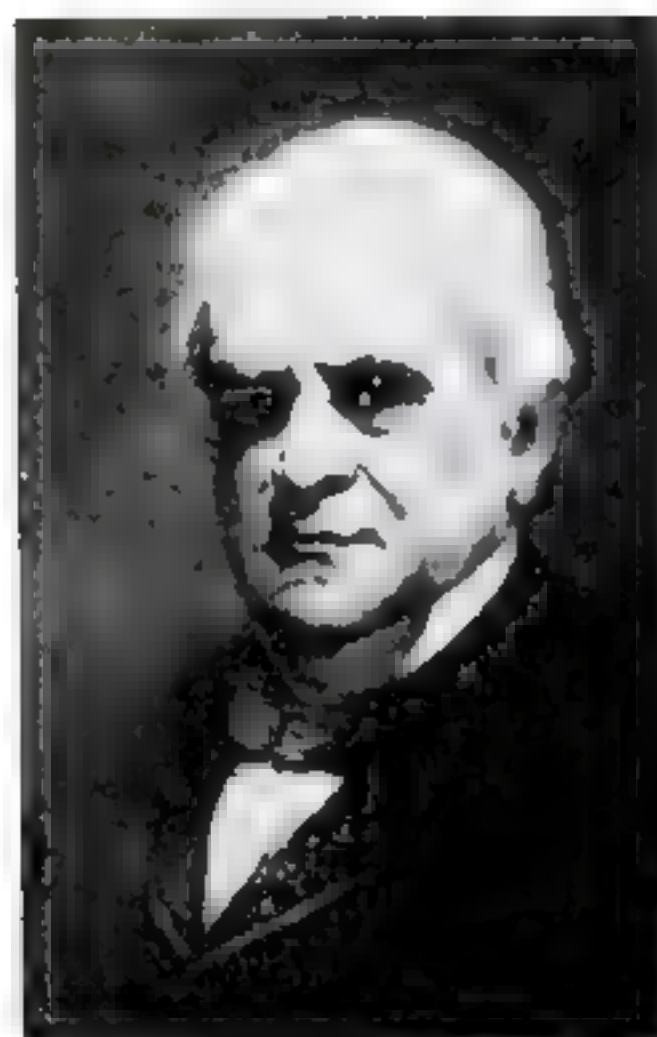
A legendary name in high finance will change as J.P.'s firm joins with Guaranty Trust

"A man I do not trust," thundered John Pierpont Morgan, "could not get money from me on all the bonds in Christendom." By trusting the right men (and the right bonds), Morgan had become, when he spoke these words in 1912, one of the most powerful financiers in Christendom. His banking house, J. P. Morgan & Co., held a legendary place as one of the highest aeries in the mysterious world of high finance. Last month, as the old year ended, the House of Morgan announced that it will enter a new day. It will merge with Guaranty Trust of New York to become the fourth biggest U.S. bank. The historic name will

be replaced, if the merger is allowed, by Morgan Guaranty Trust.

It was a break with the past in a firm where the past hangs heavy, even to the roll-top desks and shiny brass spittoons (pp. 74, 75). The days still seem close at hand when the elder Morgan was reorganizing railroads, almost singlehandedly staying off financial panics, setting up the world's greatest steel company. Some of the firm's power was lost in 1934 when it gave up the underwriting of securities. But though other banks are larger, few have more talent or influence, and now, through merger, the House of Morgan would greatly broaden its scope.

THE LIFE AND TIMES OF THE MORGANS



FIRST MORGAN was Junius Spencer, father of J.P. An American-born merchant, he became a partner in a London bank dealing in U.S. issues.



THE FIRST J.P. Morgan was born in New York when he was 25. At 31 in 1868, he was, and he dressed like, a prosperous banker: top hat to toe.



YACHTSMAN. Morgan in 1903 had been commodore of New York Yacht Club. He met with Sir Thomas Lipton (left) at Cowes Regatta in England.

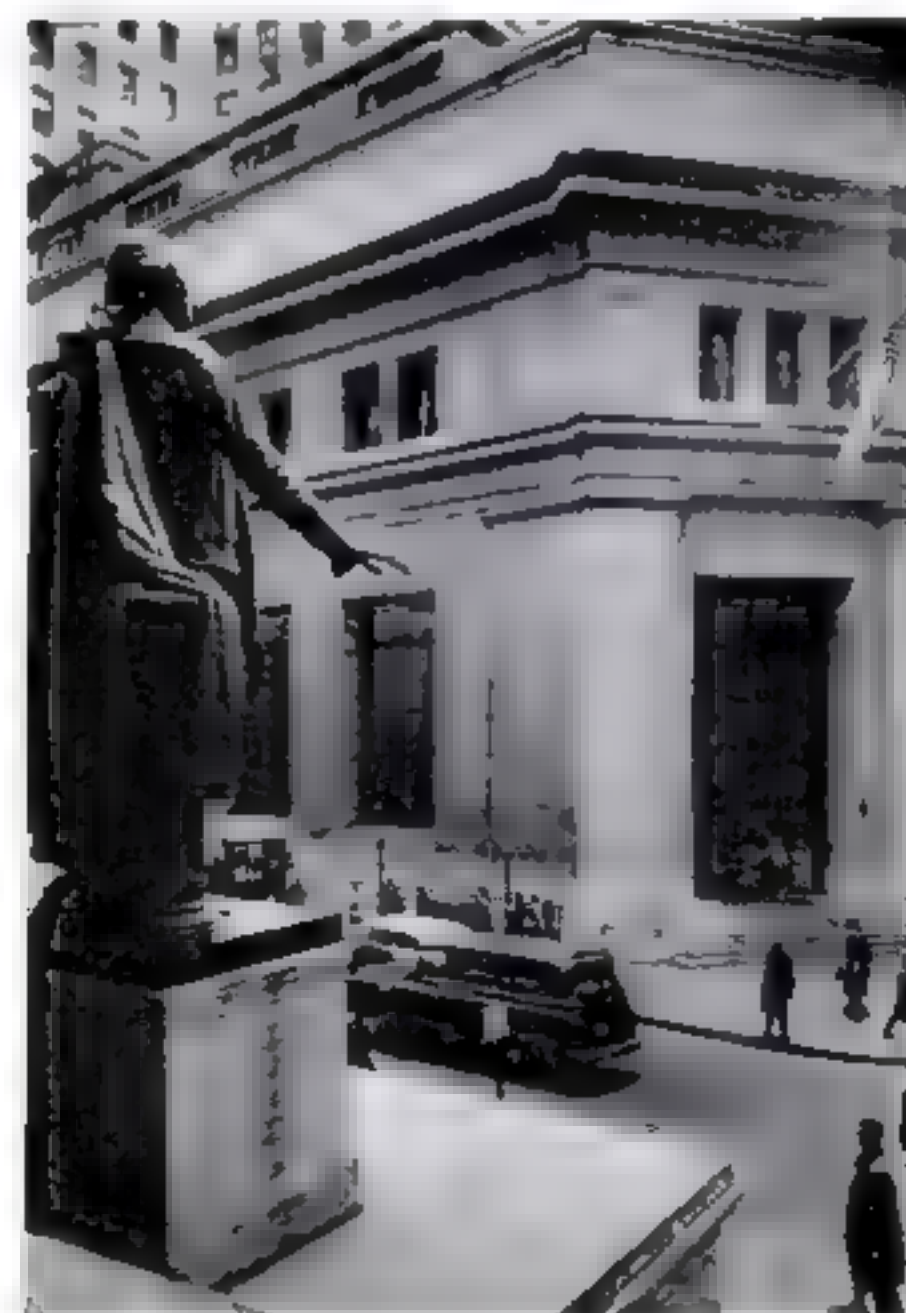


TESTIFYING in 1912 Morgan, his daughter Louisa and his son J.P. Morgan Jr. left the Capitol after Senate hearings on campaign contribu-



A great history

Its size—22nd among U.S. banks—reveals little of the stature of the House of Morgan today in the nation's financial community. Its present eminence rests on its continuing excellence and on its illustrious past, and over that past looms the unforgettable figure of J.P. Morgan the elder, financier incarnate: yachtsman, art collector. He opened a one-man office in New York about 1860, operating initially as the American representative for the London banking firm in which his father was a partner. He then began selling many U.S. railroad stocks and bonds abroad. He showed a unique



23 WALL, the bank's famous address, is opposite Subtreasury, site of Washington's inauguration.

MASSIVE DOOR, 12 tons of steel, guards a Morgan vault. Custodian takes out \$7 million in bonds.



tions. Morgan and partners had given \$100,000 to Roosevelt's 1904 campaign. Later in year Morgan was queried on his dominance of U.S. finance.



PATRIOT, J.P. Jr. in 1918 led a Liberty Bond drive in New York. Early in the war Morgan was U.S. fiscal agent for Britain and France.



AFFABLE BANKER, J.P. Jr., here posing for the press in early 1930s, was not and could not be the imperious autocrat his father often was.



FAMED MEETING of Morgan and midget came at Senate banking investigation in 1933. It was circus man's stunt to which Morgan consented.

has created legacy of resourcefulness for merger

flair for reorganizing ailing lines and by the 1890s was highballing to glory and power. By 1895 he singlehandedly stopped a run on the nation's gold reserve by forming a syndicate to sell gold to the U.S. Treasury.

By 1901 he had completed his greatest coup, merging many lesser concerns into a \$1.5 billion giant, U.S. Steel. For that, he bought out Andrew Carnegie and spawned a classic anecdote. "I should have asked for \$100 million more," said Carnegie afterward. "Well, you would have got it if you had," replied Morgan.

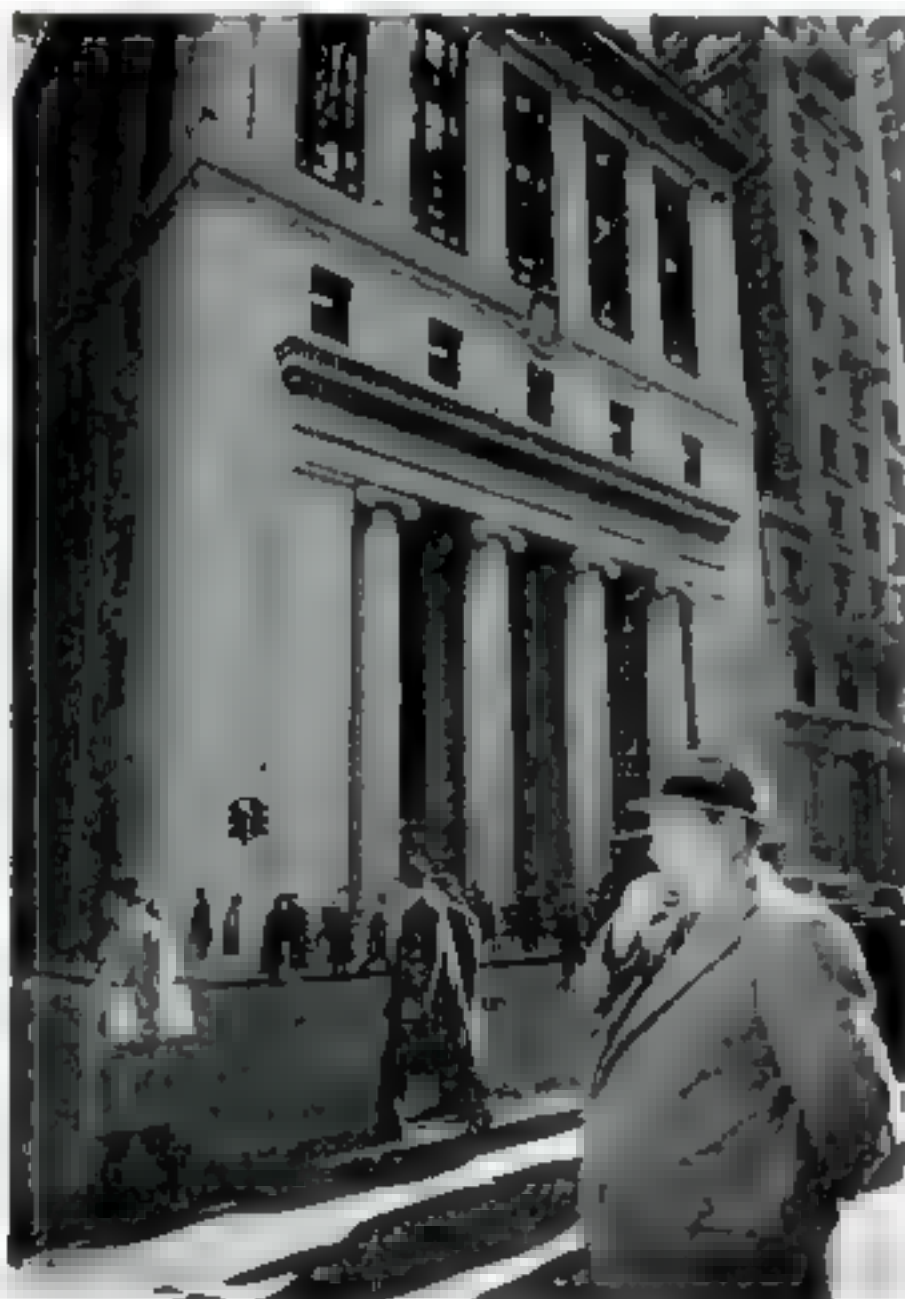
Morgan the elder died in 1913 and J. P.

Junior carried on the old tradition. But the nation changed and under the Banking Act of 1933 the firm had to choose between its commercial banking (lending money) and its investment banking (marketing new stocks and bonds). It chose to stay in commercial banking and the investment activities were taken over by a new firm, Morgan Stanley & Company.

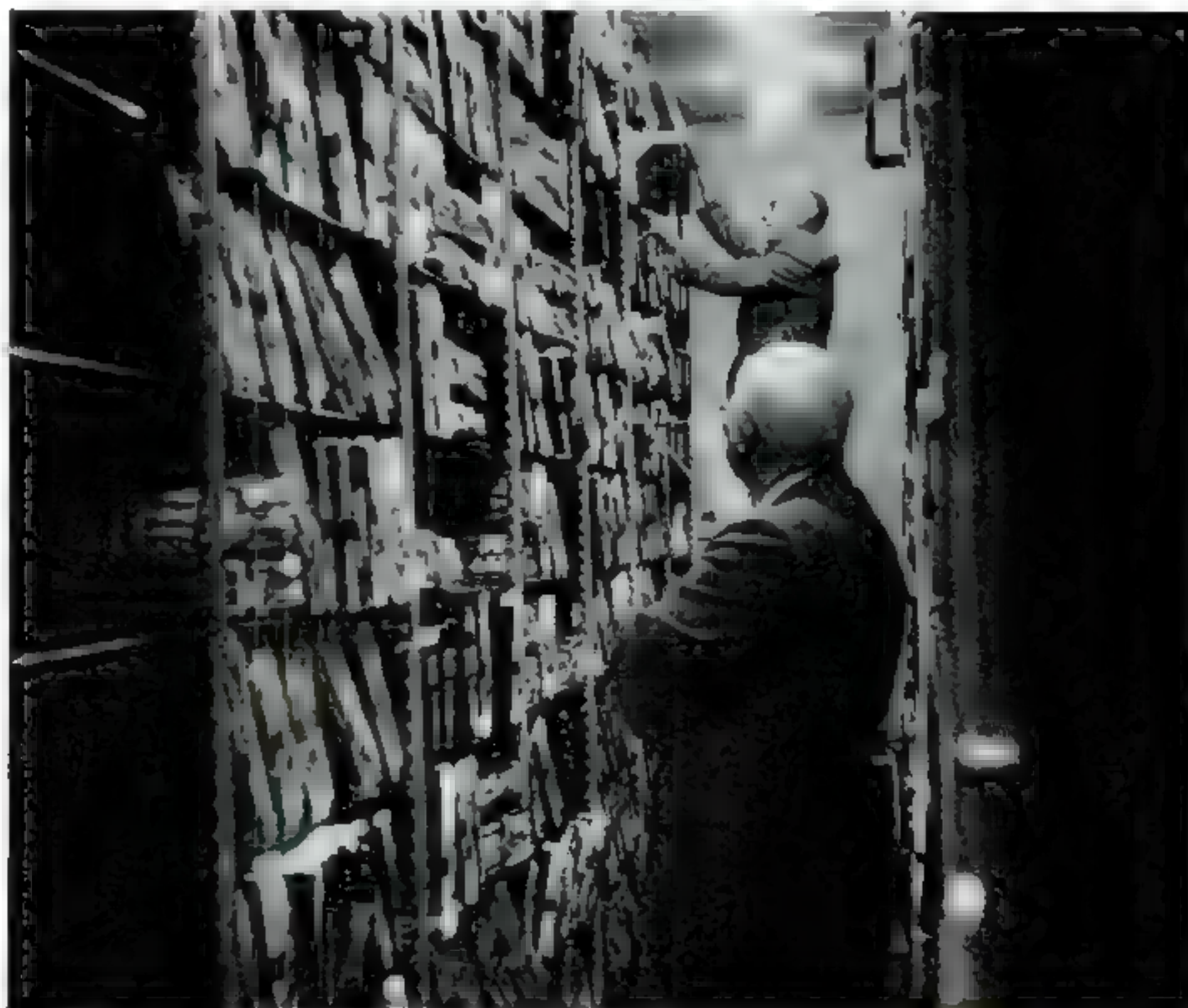
Today J. P. Morgan & Co., Inc. has assets of \$982.5 million, deposits of almost \$858 million. The firm is known for its custom service, its blue-chip clients and its shrewd handling of its own and its customers' money. Its officers,

who are on the boards of many of the country's biggest companies, are considered the best informed in the industry.

Guaranty Trust is older and larger than Morgan. It traces its ancestry to 1839 and today has assets of \$3.1 billion, deposits of \$2.6 billion. Like Morgan, Guaranty is primarily a wholesale bank, catering to corporations rather than to small individual borrowers. Merged, the two banks will have total assets of \$4.1 billion, compared to Bank of America's \$11.2 billion, Chase Manhattan's \$8.3 billion, the First National City organization's \$8 billion.



GUARANTY'S HQ is an Ionic-columned building at 140 Broadway, three blocks away from Morgan.



STACKED BONDS, \$500 million worth, fill room in Guaranty vault. Employees must enter in pairs.



MONETARY EXPERT, one of the best paid! Russell L. Loring was once J.P.'s chairman. Now he and his staff are consulted by J.P. every day.



FORMER HEAD George W. Henry became a Morgan partner in 1919, president in 1940. He has brought the old and new organizations together.



MEETING OF MINDS, an every-morning ritual at Morgan, begins under direction of Chairman Henry Alexander (at far end of table). To the right of

Vice Chairman Thomas S. Lamont (taking notes) and Director Arthur A. Dillon (at far end) are President Harry P. Davis and Charles D. Dickey, who heads

Morgan's greatest asset is men—

In the admiring opinion of its competitors the greatest asset of the House of Morgan is not dollars but men. This includes veterans from the reign of J. P. Morgan Junior and bright young men who are more numerous than a firm of even Morgan's size might seem to warrant. Each working day begins with a meeting of

all of Morgan's top executives (above). Talk ranges from department reports to knowledgeable discussions of national and world affairs. Here, as throughout the Morgan operation, there is a close-knit, intimate atmosphere. The 13 senior executives work on the platform, an open glass-walled area (below)

ON PLATFORM FURNISHED WITH ROLL-TOP DESKS AND SPEECHES, DIRECTOR CHARLES DICKIEY (LEFT)





the most powerful Director James S. Morgan and (top right) John A. ... president of Morgan & Co., the firm's widely owned Paris subsidiary. At

near end of table is Vice President and Treasurer Thomas Radd. Radd opens the meeting by reading figures summarizing the bank's position that day.

senior, junior, all very talented

where they are visible and quickly accessible to each other. Most top officers work at old-fashioned tall top desks—now custom-made at \$750 apiece.

For all the traditional atmosphere, there is nothing out-dated about Morgan's ways. Many of its bright young men are known as

bird dogs—who scour the country for new business. Chairman Henry Alexander, born on a Tennessee farm, still does some bird-dogging himself and likes to tell business prospects,

"When and if you decide you would like to borrow a little money, I hope you won't forget your country cousin up at 23 Wall Street."

GREETING VISITOR (STANDING, RIGHT) IS VICE CHAIRMAN LAMONT. AT WINDOW, CHAIRMAN ALEXANDER



SENIOR MORGAN connected with him is Director James son of J. P. Junior. His son-in-law, John P. ... is assistant vice president of firm.



NEW BLOOD: typical of Morgan—veteran men—as Vice President Peter A. B. ... at the vice president expert here talking with and F. N. Colby.



GUARANTY'S MAIN FLOOR has columns three stories tall, an ornate, impressive ceiling. At far wall is platform where bank officers have their desks.



LONG-TIME CUSTOMER. Mrs. Helen Findlay discusses problem with a vice president. "They've been like a family to me for almost 50 years," she says.

SERVICING STOCKS, a major bank function, worker check certificates at huge Brooklyn center. Guaranty handles transfers & lends for many big firms.



THREE OF TOP GUARANTY MEN FACE WEEKLY MEETING OF BANK OFFICERS.

Guaranty will provide

To many Wall Streeters the merger seemed a case of the smaller bank taking over the larger. Though only a third the size of Guaranty, Morgan would have a prominent role in the new firm. Chairman Henry Alexander of Morgan would become chief executive officer of the new firm and two other Morgan men would be among the top five officers. But in fact the merger will serve both banks well. Guaranty gets Morgan's brilliant management team. Morgan gets Guaranty's large reserve of capital and a





Underinsurance can cost you your home!

Everybody envied the Houstons.

Real home-lovers, they put every spare hour — and many a dollar — into their home. They kept everything in perfect order. *Everything but their fire insurance.*

That deficiency cost them \$8,000!

When fire struck, they were insured for \$14,000. At present-day prices, their home proved to have been worth \$22,000!

The smoke cleared and the Houstons were faced with an unhappy choice. Either give up thoughts of rebuilding their home as they had known it . . . or go into debt to complete the job.

How they wished they had listened to their insurance agent when, on several occasions, he had suggested a modernization of their protection.

Today, only one homeowner in five is adequately insured. How about you?

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Year in and year out you'll do well with the

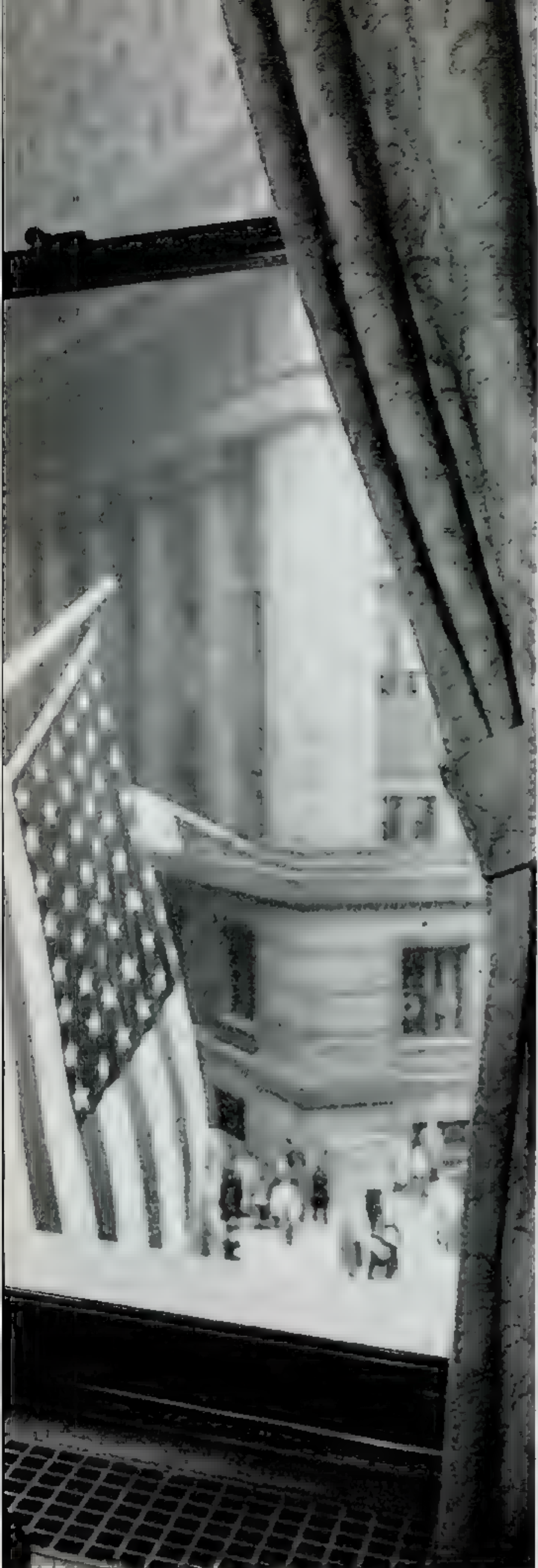
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MY MARATHON TALK WITH RUSSIA'S BOSS

Senator Humphrey reports in full on Khrushchev—his threats, jokes, criticism of China's communes

Of all Soviet Premier Khrushchev's recent talks with Westerners, easily the most important was his long meeting with Senator Hubert H. Humphrey of Minnesota. Fragmentary reports of this significant session have appeared in the press. In this exclusive article Senator Humphrey gives his own full account of the Kremlin meeting.

by Senator Hubert H. Humphrey

MY guess would be that the two people in all the world who were most surprised by the extraordinary length and nature of my talk with Nikita S. Khrushchev in the Kremlin last Dec. 1 were Humphrey and Khrushchev. As a United States senator visiting Moscow on business that concerned both our governments, and also because I have as much curiosity as the next man, I had requested an appointment with the premier of the U.S.S.R. But I did not count on it and I am sure that Khrushchev had no idea when he decided to receive me that we would be together in his office for eight hours and 25 minutes—a longer period, I am told, than any other American has spent at one time with a Soviet chief of state.

It was long enough, certainly, for this interesting, powerful and dangerous man to reveal himself in many moods. Khrushchev's eyes were damp when he spoke of a son who was killed in the last world war. They gleamed in sentimental remembrance when he recalled the poverty of his boyhood, his Christian upbringing and his turn to atheism. They narrowed, sharpened and seemed to burn when he shook a forefinger in my face and said, "Don't you threaten me!" Khrushchev eloquently denounced racial and religious prejudice, but he sneered at my country's concern for the freedom of the people of West Berlin. He pleaded for more understanding of the Communist system, but he derided the best-known tenet of Marxist dogma: "From each according to his abilities, to each according to his needs."

A sense of national insecurity

KHRUSHCHEV tried at times to frighten me with his reports of Soviet advances in the development of missiles and hydrogen bombs—but at another moment he assured me that "there will never be a war" of his making. He spoke with intense confidence and pride of the growing economic and military might of his country. But he displayed, though of course he never acknowledged, a deep sense of national insecurity and inferiority.

Without minimizing the importance of my talk with Khrushchev, I wish to make it clear that it was not at all the reason for my trip



OUTSIDE KREMLIN Senator Humphrey (right) takes in Moscow sights with Mrs. Humphrey and aide Julius Cahn.



IN MOSCOW SUBWAY Humphrey and wife ride the escalator with guide (left) and Dr. Michael Shumkin of U.S.



FACE TO FACE WITH SOVIET LEADER, HUMPHREY

to Europe. My chief business in Moscow and in the seven other capitals I visited was to further international cooperation in medical research for the good of people everywhere. At Geneva I participated briefly as a Senate observer in the U.S.-Soviet negotiations on the suspension of nuclear tests and the prevention of surprise attack. Before going to Moscow I visited Berlin for the specific purpose of stating on the spot, that all Americans stand together in their determination to keep West Berlin free. During my seven days in Moscow, I spent much more time with the leaders of research in medicine, health and agriculture than with politicians. Mrs. Humphrey, who traveled with me at our expense, broadened our nonpolitical experience by separate visits to schools, hospitals and libraries, and on our Sunday in Moscow we did what we would have done at home: we went to church.

Partisan politics played no part in our trip



(RIGHT) TALKS WITH HIM ACROSS TABLE AT START OF EIGHT-AND-A-HALF-HOUR SESSION AS CRACK SOVIET INTERPRETER OLEG TROYANOVSKY TAKES NOTES

Otherwise I would have taken along a good Democrat as my staff assistant. The only assistant who accompanied me was a Republican, Julius N. Cahn, the able project director of the Senate Committee on Government Operations. (Dr. Michael Shumkin, of the National Cancer Institute, was also along for part of the time as a technical consultant.) As for my meeting with Khrushchev, I realize that some people might misunderstand my motive in talking with the world's No. 1 Communist and reporting what he had to say. I am confident, however, that most Americans understand that anything which adds to our knowledge of the man and the mind at the summit of Soviet power is valuable information for the free world. My record as a working anti-Communist in Minnesota goes back more than 20 years, and I noticed with interest that Khrushchev had been accurately briefed on my Senate record. Throughout our conversation, he treated

me as a confirmed anti-Communist who was obviously beyond persuasion. And, all of that aside, I have never believed that I was put on earth to lead a dull life.

At 2:30 p.m. on Dec. 1, one of the officials handling my appointments suddenly told me that "the first minister" expected to receive me at 3 o'clock. In a matter of minutes, I was at the Kremlin with two official escorts and an amateur photographer. We walked at least 150 feet down a tremendous, carpeted corridor on the second floor, then another 100 feet, or so along a similar corridor to our right, and entered the outer office of the premier's suite.

Inside Khrushchev's office

AT three minutes to 3 o'clock I was ushered into Khrushchev's office. It appeared to be some 50 feet long by 35 feet wide, big but not particularly ornate or impressive. Khrushchev

was seated at a very plain desk of dark wood, measuring perhaps six by four feet, just about the size of my desk in Washington. As he got up and walked around the desk to meet me with his hand outstretched, I could see that he was well groomed in a dark blue suit, a light tie, a white shirt with simple cuff links, and two small decorations in the form of red stars on his chest. After we had greeted each other to assure it I would not be having a few photographs taken. The Soviet photographers ordered Khrushchev and me to stand as we they would have done in Washington, and I said something to the effect that photographers were the same everywhere—always "one more." Khrushchev laughed and asked me to pose for "one more" with him.

A long conference table with nine chairs on one side of it at right angles to the center of Khrushchev's desk, with about four feet between the desk and the far end of the table

Khrushchev motioned me to a chair at the side of this table, near the desk, and sat down opposite me. The very skillful interpreter Oleg Troyanovsky took a seat between us at the end of the table and we got down to business.

Troyanovsky, who is a son of the former Soviet ambassador in Washington, was a very important figure to me for the next eight hours. He had lived and gone to school in the U.S., and he seemed to know every shading of American idiom and its Russian equivalent. He even had the Russian word for "lousy." Khrushchev often talked for up to five minutes at a time, but Troyanovsky took notes and never lost the track. He was so skillful and unobtrusive that I soon felt as if Khrushchev and I were talking without a go-between. Even though Khrushchev did not speak a word of English, I suspected that he understood some things I said before they were translated, and from his tone and mannerisms I often got his drift before I heard the English version. At least three times during the conversation I asked Troyanovsky if I was overstaying my welcome, and he said to leave that to Khrushchev: "If he wants you to go he will let you know." When Troyanovsky finally mentioned my qualms to Khrushchev, he waved his hands and said, "Ayet, nyet, stay—we have much to talk about." And it was Troyanovsky who supplied me with paper and a pencil to take notes. I took none during the first hour and a half, figuring that Khrushchev might be offended or talk less freely if I did. When I finally asked if it would be all right he said, "Of course, take all you wish," and Troyanovsky gave me a tablet of heavy paper. When I left, I had 24 pages of notes (see picture at right).

The substance of our discussion may have more meaning if I first describe the impression Khrushchev made on me.

Nikita Khrushchev is a serious figure, never to be taken lightly. He laughed, cracked jokes and had a way of veering suddenly from the gravest topics with a quick jest or some soothing banality. But there was always a serious undertone. I got the feeling that Khrushchev is a man with no time to waste.

He is very conscious of his age. He remarked several times that he is 65, adding that he "won't be around forever." (He observed that Chancellor Konrad Adenauer, who is 83, can hardly be conducting West Germany's affairs much longer.) Khrushchev did not "talk old." He was brimming with life. But it was interesting that he should bring up the matter of age as often as he did. As always, he probably was making a point. In this instance I think his point was that the next man in charge of Soviet policy may not be as reasonable as Khrushchev professes to be, and therefore Western leaders had better come to terms with him.

Khrushchev is an outgoing man who just

loves to talk. He seems to be under a driving compulsion to explain himself, and when he explains himself he reveals himself. I am sure that I learned much more from him and about him by coming back at his points with points of my own—points that he had to meet and discuss—than I would have learned if I had made some abrupt rejoinder. Here, I believe, is a cue for our government and allies. We will never settle the world's problems just by talking with Khrushchev, but we cannot lose by it and we may learn something useful.

I have mentioned Khrushchev's many assertions of pride and confidence in the power of the Soviet Union and the sense of insecurity

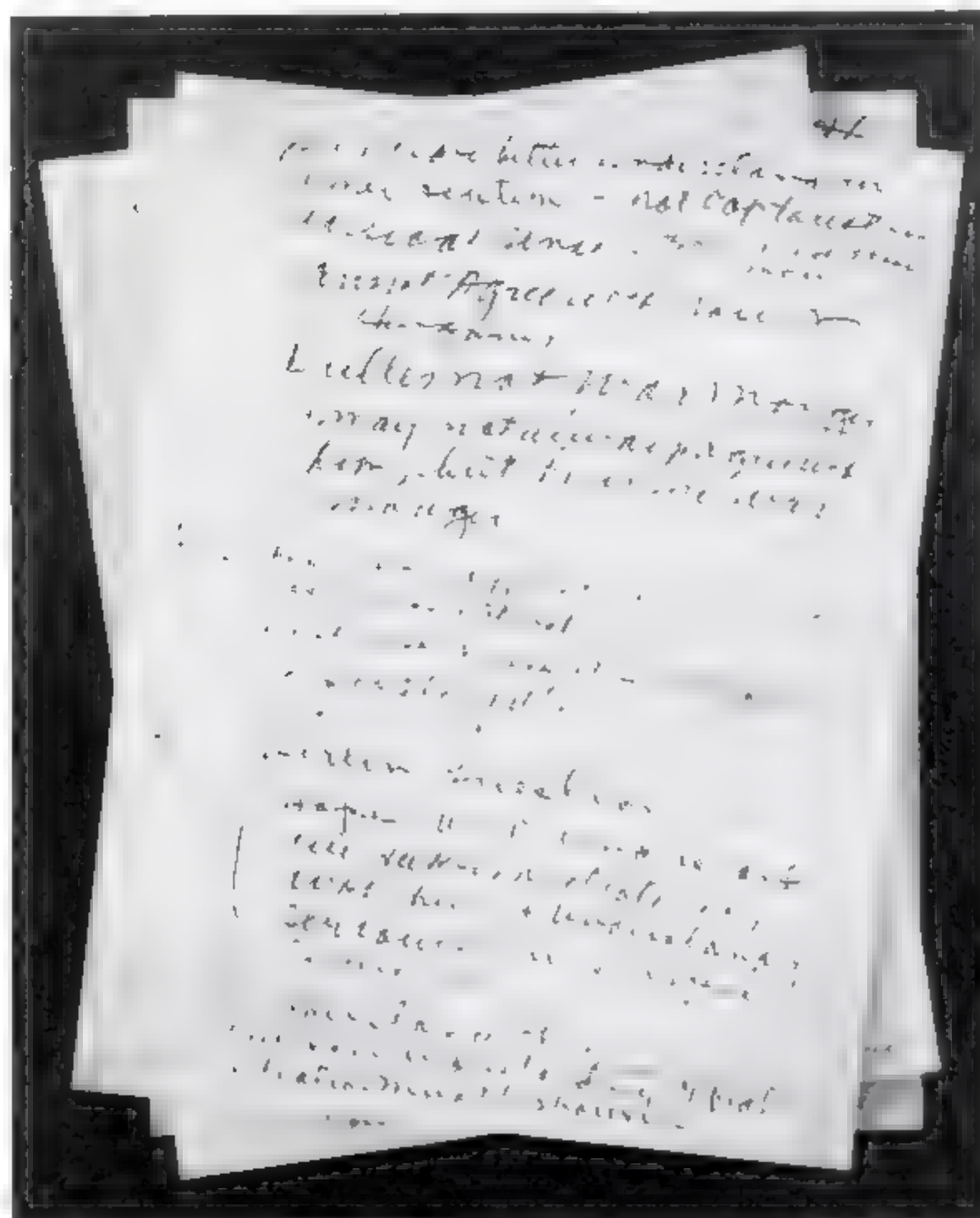
the way in which (to hear him tell it) he had outwitted Molotov, Zhukov, Bulganin, Kaganovich, Malenkov and others whom he has publicly denounced as "antiparty" scoundrels. Stalin would probably have had them killed, and I do not doubt that Khrushchev would do the same if he figured he had to and could get by with it. But, listening to his off-record account of his recent maneuvers for power, I got a distinct impression that Khrushchev enjoys the party in-fighting. I gathered that he would rather outtalk and outsmart his opponents than exile or liquidate them. He gives you the idea that his way is more fun.

During the early part of our talk, before things warmed up, Khrushchev sat well back in his chair—relaxed, not disinterested but detached. When we got to subjects of immediate interest to him, he sat up, leaned forward and occasionally emphasized his remarks with a pointed finger or a tap on the felt cover of the table. I am sure that at times he was utterly furious. But he never once pounded the table or so much as slapped it. He never spoke in a tone of anger. In an emotional moment his voice, normally a conversational monotone, might take on what I can only describe as a kind of rounded force, full and resonant. Or it might sharpen and rise (still without obvious anger), and he would speak in a rather staccato manner. When I replied with what I hope was courteous firmness, he invariably moderated his tone and often changed the subject.

Besides his words, Premier Khrushchev talked a great deal with his eyes. They appeared to be a kind of bluish hazel, just a shade this side of brown. They were sharp eyes, but I would not call them "hard." Most of the time they were wide open, almost as if they were distended. When Khrushchev was enjoying himself—maybe kidding someone or recalling his political bouts—they had a happy sparkle. In moments of great intensity, how-

ever, his brows would furrow and his eyes would narrow. I saw then what is meant by "burning eyes."

We were together a good hour and a half before Khrushchev displayed much emotion of any sort. I did most of the talking in this period. It has long been my belief that despite the political differences between the U.S. and the Soviet Union there are many areas of non-political cooperation that are open to our governments and people. I urged him to take a personal interest in these subjects. My chief emphasis was upon the great need and opportunity for international cooperation in medical research—for example, jointly combating cancer and heart disease—the approach that I call "health for peace." Khrushchev agreed (or professed to agree) with practically everything that I had to say on this vital subject. Among other things, he said the Soviet Union



HUMPHREY'S NOTES, hastily jotted down during conversation with Khrushchev, show how he defended Dulles ("I may not always agree with him, but he is no warmonger.")

and inferiority that can also be detected in him. These two characteristics are not as contradictory as they may seem. Khrushchev reminded me of somebody who has risen from poverty and weakness to wealth and power but is never wholly confident of himself and his new status. Khrushchev was a little too assertive, a little too confident. Here, I concluded, was a man who might be capable of attempting just about anything in order to prove—to himself as well as to others—that he and his country are as strong and invincible as he wants to believe they are.

As a politician, I found one of Khrushchev's characteristics particularly engaging. He, too, is a politician who seems to enjoy the great game of politics. His game is played in a very limited circle of a few hundred or perhaps a few score Communists in the top ranks. But he talked with apparently genuine delight of

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will give enthusiastic support to my proposal that the U.N. sponsor a worldwide International Public Health and Medical Research Year, probably in 1961, somewhat similar to the successful International Geophysical Year. He also promised to do his powerful best at the Moscow end to remove bureaucratic and political obstructions in the way of the cultural exchange program that the Soviet and American governments agreed upon a full year ago. With frequent ejaculations of "Du, du, du!" Khrushchev indicated that he believes as strongly as I do that both our countries stand to benefit from the maximum exchange of visitors and knowledge.

This aspect of our discussion was much more important than the limited space given it here suggests. Just before we parted, our talk returned to the matter of collaboration in medical research, and Khrushchev again assured me of his interest and agreement. Whatever may come of it, I made a good try in a good cause.

Khrushchev's enthusiasm on this subject seemed to be genuine. Obviously, however, it was the restrained enthusiasm of a man who is discussing things that he normally leaves to other people. It was only when we took up the subjects of greatest interest to him—Berlin, nuclear armaments and trade—that he really warmed up.

Khrushchev's evident desire to have his full say on these subjects was, I believe, one of two main reasons that our talk ran as long as it did. The other reason was indicated in his reply to my statement that on everything except medical cooperation I was in Moscow unofficially, as an individual who did not speak for the American government or even for the Democratic party. "I know that you do not decide these affairs," Khrushchev answered, "but you will play a part. You are a member of the Democratic majority and a member of the Senate Foreign Relations Committee." He knew all about the Democratic victory in the last elections, and I suspect that any other member of the enlarged Senate majority would have been welcomed as cordially as I was. A third reason for the length of our discussion may have been simply that there was much to talk about. Certainly I was not bored and Khrushchev clearly wanted me to stay for a dinner that had not been planned.

Before quoting the passage that best indicates Khrushchev's mood on Berlin, I wish to make it completely clear that his remarks neither frightened me nor altered my conviction that the United States and its allies can preserve free Berlin without war if they define a sound position and maintain it without waver. With this said, I quote Khrushchev:

"Now the three powers want to maintain troops in Berlin, but why? Your troops in Berlin are of no importance unless you want to make war. Why do you maintain this thorn? A free city, a free Berlin, could lead to the breaking of the ice between the U.S.S.R. and the U.S.A."

He became very firm and his voice rose as he continued: "Some of your military men have made stupid statements lately, statements to the effect that the United States will break through with tanks if the East German Republic tries to get in the way. The Soviets have tanks, too, lots of them, and I warn you that we will use them. We have rockets, too, and we don't even have to fire them from East

Germany. We can send them from the U.S.S.R. So don't threaten me by talking about breaking through with tanks. Might does not make right. Right makes might. The military argument is no answer. Our troops are not the ones to play cards, our tanks are not there to show you the way to Berlin. We mean business. Unless there is an agreement satisfactory to the Soviet Union, the Soviet Union will carry through as it has suggested."

To Khrushchev it clearly was intolerable



IN MOSCOW SHOP senator and his wife examine sable pelts with friend Shumkin (left) and guide. They did not buy any.

that thousands of American, British and French troops should be based in Berlin, in the heart of a Communist country. "It is a bone in my throat," he said, and I am sure that he meant it.

It was during this part of the discussion that Khrushchev jabbed his forefinger at me and said several times (in reference to the U.S., of course), "Don't you threaten me!" But it was said in a tone of restrained emotion, not of bluster, and a little later Khrushchev was also saying, "I have the deepest respect for President Eisenhower, I like President Eisenhower. We want no evil to the United States or to free Berlin. You must assure the President of this."

Khrushchev's "chilblain treatment"

WHEN Khrushchev made this kind of switch, I thought of my late father-in-law in South Dakota and the way he treated chilblains. He put his feet first in cold water, then in hot water. I was getting the Communist chilblain treatment from Dr. Khrushchev.

Next to Berlin, the topic that appeared to concern Khrushchev most was nuclear armament. Reviewing all that he said about it, I judge that he wanted to convey three principal points: 1) the Soviet Union now has a superabundance of atomic and hydrogen bombs of all sizes, and the missiles to deliver them anywhere it chooses; 2) the Soviet Union seriously wants an agreement to suspend further tests of nuclear weapons and may make some concessions in order to get it; and 3) the Soviet Union has no intention of agreeing to

anything that will restrict its ability to deliver surprise attacks.

The subject of nuclear weapons came up in connection with the current U.S.-Soviet negotiations at Geneva on the suspension of tests and the prevention of surprise attack.

Khrushchev said that he was troubled by the American offer to suspend tests for a year while a permanent agreement is being worked out. "Whom are you trying to fool?" he said. "You know that it takes almost a year to set up a new series of tests. Your proposal is no proposal at all. It is a fraud." I explained that this part of our proposal was a demonstration of good faith, a show of willingness to proceed on trust until a satisfactory control system is evolved. He did not appear to be convinced. But he said that he agreed, and had already instructed his delegation, that a single document should cover both the agreement to suspend in principle and the controls adopted to enforce suspension—an important concession, in my view.

The American suggestion that a certain number of tests for peaceful purposes be exempted from any suspension agreement also bothered Khrushchev. He repeated the familiar argument that all nuclear tests have some military value and said with much emphasis that he preferred "no explosions at all!" But if some had to be allowed in order to reach an agreement, "your side and our side must have an equal number." This was one of many indications that equality with the U.S. in all things—and American acceptance of the Soviet Union as an equal—is of great importance to Khrushchev. "Look how you always put us in the minority," he complained at another point, referring to the Soviet position in the U.N. "If anything is to be accomplished, there must be agreement between the Great Powers!"

In a similar vein, he implied that the U.S. should be discussing questions of outer space directly with the Soviet Union instead of raising them in the U.N. "So now," Khrushchev said, "the United States discusses outer space with Guatemala—but Guatemala does not seem to be too advanced in outer-space science."

I replied that the Soviet Union cannot always expect to have its own way. Cooperation requires concessions and adjustments. "You give a formidable reply," Khrushchev said, "but what can we do? We have made many proposals to make a start on agreements with the United States, but they are always rejected."

He dismissed the Geneva negotiations on surprise attack with the accusation that the U.S. was merely seeking military intelligence and had no real desire for an agreement. "Your delegation has only one purpose: to spy on the Soviet Union," he said. When I answered that the Soviet Union was "too suspicious," he dropped the subject.

Talking about the Soviet Union's wealth in nuclear bombs, Khrushchev said it had so many that he was thinking of diverting some fissionable materials to industrial uses. At this point he told me about the now famous five-megaton bomb. "I am going to tell you a secret," he said. In his most serious tone he then said that Soviet scientists had recently developed "a five-million-ton bomb" using less than one-tenth of the fissionable material that previously would have been required to produce an explosion of this magnitude.

"That is very interesting," I said, indicating



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to Khrushchev that I was not overly impressed.

I knew enough about the subject to realize that his reference to the amount of material used in the bomb was more significant than the explosive capacity he claimed. He was suggesting that the Soviet Union has a super-bomb that can be carried in a relatively small warhead.

Khrushchev led with equal skill into his other big "secret," his 8,700-mile missile. The discussion had shifted from bombs to trade, and he explained rather loftily that the Soviet Union has no need to buy military weapons or materials from the United States. Suddenly he laughed and said, as if making a great joke, "Maybe we ought to have competition on rockets." Watching me carefully, he continued, "You know, we are having trouble testing our intercontinental ballistic missiles. They shoot too far. Now you Americans, you have lots of space to shoot your rockets, but we are short of space."

"Well," I said, going along with his mood, "if you are having all this trouble, we will be glad to test your rockets for you." Nothing doing, he replied. Only Soviet technicians could run his rockets. Then he got to his point: "You know, I will tell you something that you do not know and your government doesn't know. We have a new one that we haven't been able to test adequately. We have to test it in stages." He then said that it was a missile with a range of 14,000 kilometers (8,700 miles). His reference to testing it "in stages" may have meant that it had not actually been fired the full distance. I did not ask.

When he proceeded to rib me on the general superiority in weapons that he claimed for the Soviet Union, I told him flatly that we were fully satisfied with ours, too.

Khrushchev brought his argument for expanded trade and economic rather than military competition between the Soviet Union and the Western powers into most of the situations we discussed. Why not compete economically instead of through NATO? Why not substitute economic competition for the present conflict over Berlin? "Let's test our mutual strength by economic competition," he said again and again.

Naturally, I am all for economic competition—but only so long as it does not weaken the Western economic and military alliance. Khrushchev would like to see the United States slacken its military defenses, and he would like to see the NATO alliance crumble and split, in the delusion that trade and his brand of "economic competition" would make military precautions unnecessary. I trust that nobody falls for this line, but I was interested in the persistence and skill with which he pursued it.

If I do say so, one of my replies was also interesting. I told him that a lot of young and vigorous Democrats, fellows who made me look like an old man (I'm 47), were coming up and that things would be very different after the 1960 elections. "Mr. Premier," I said, "you and your system have been living on borrowed time. You have just had it easy with the Republicans. Just wait until the Democrats come in. You want economic competition? We'll run you right out of Gorki Park!"

"I welcome it," Khrushchev said, smiling as if I had made a joke. We were both in good humor at the time, but I was not joking.

One of the few subjects that Khrushchev was reluctant to discuss was Communist China

and his government's relations with it. When I edged up to the subject he said "Ayet, nyet. You are a subtle man, you are trying to trap me into talking about China. They are our allies, our good relations," and here he stopped. I then said that without getting him "into the ally business," I'd like to ask just one question: what did he think of the new communes, the centers of compulsory communal living that Mao Tse-tung was forcing upon China? With this, Khrushchev made possibly the most interesting statement of the whole interview.

"They are old-fashioned, they are reactionary," he said of the communes. "We tried that



VISITING LABORATORY, senator, Mrs. Humphrey and guide talk to Dr. V. A. Negovsky (right), an expert on resuscitation.

right after the revolution. It just doesn't work. That system is not nearly so good as the state farms and the collective farms.

"You know, Senator, what those communes are based on? They are based on that principle, 'From each according to his abilities, to each according to his needs.' You know that won't work. You can't get production without incentive."

I felt as if I were about to fall out of my chair. Here was the leader of world Communism rejecting the very core of Marxist theory. It was as if I, a life-long Christian, had said that the Golden Rule just would not work.

"That is rather capitalistic," I commented, speaking of his reference to the need for incentive.

"Call it what you will," Khrushchev replied. "It works."

Shortly afterward the Peking government announced that the further spread of the commune system was being slowed down.

A hint of coming events

KHRUSHCHEV called another shot without naming the target. He said that he intended to diminish the secret police forces and reduce the numbers of Soviet policemen in the Kremlin and elsewhere. "There are going to be significant changes in the police," he said. A few days later I read that General Ivan A. Serov, chief of state security, who was thought to be one of Khrushchev's closest supporters, had been removed.

The gulf between Khrushchev and me was never wider than when we got into a debate over the nature of capitalism and "socialism"

(meaning Soviet Communism). Our argument forcefully reminded me that we need more anti-Communist Americans who can talk the language of Marxism with Marxists. Certainly I am going to review my early reading of Marx and Engels before I return to the Soviet Union (as I hope to do). As it was, Khrushchev and I were talking different political languages. I told him that he was sadly uninformed as to how American capitalism really works and he told me Americans "just plain don't understand us." His remarks included a remarkable statement of the Communist idea of freedom:

"In the U.S.S.R. there is freedom," Khrushchev said. "In the capitalist world there is freedom of enterprise, freedom just to take care of yourself. In the U.S.S.R. freedom means every member taking care of all the others. The citizen of the U.S.S.R. regards the country's welfare as his own welfare. This needs to be understood. As a religious man believes in God, so does a citizen of a socialist country depend on the welfare of the country as a whole. You believe in God and you believe that your welfare is really in the hands of God. We believe the individual's welfare is the welfare of the state and is in the hands of the state."

Khrushchev spoke with varying degrees of approval of several prominent Americans. When I referred to President Eisenhower as a man of integrity, Khrushchev agreed: "He is a very honest man who wants peace." Ex-President Truman got a mixed and oddly familiar mention: "I did not like Truman. I did not like Truman's policies, but Truman *did* make decisions." The newspaper reports that Adlai Stevenson and Walter Lippmann wrote after interviewing Khrushchev were "the best of the worst." Even a recent speech by Vice President Nixon came in for warm approval; Khrushchev thought the Vice President's call upon the West to put more effort into economic competition with the Soviet Union was just fine.

Khrushchev spoke of Secretary of State Dulles with bitterness and disdain. "I am sorry that the policies of the United States are made by Dulles," Khrushchev said. "He is a man of a very special kind of character. This is your own internal matter, but that is not only my view. Throughout the whole world he is regarded in the same way. It is not just I who do not like Mr. Dulles. If you don't think so, read the British press and the French press and the press of other countries. However I will tell you that the Soviet Union will survive. We have survived many secretaries of state."

At one point Khrushchev characterized Mr. Dulles as "imperialist" and "warlike," and I sharply disagreed. If that were so, I said, President Eisenhower would not have him as his Secretary of State and the people wouldn't have him, either. "Let us hear no more of this," I said, and we heard no more of it.

Khrushchev once ticked me off in somewhat the same fashion. We had been talking about "colonialism" and I remarked that, after all, Americans were "the original anti-colonials."

"We will not speak of this, we may disagree," Khrushchev said.

Khrushchev used some of his harshest language—but in a tone of gleeful good humor—when he discussed President Eisenhower's rejection last July of a request for credits to finance Soviet purchases of consumer goods in the U.S. Khrushchev said that in our propaganda we had been telling the Soviet people

BEST THING IS **CHUN KING®** FOR A
complete menu change

... AND IT'S ONLY ABOUT 30¢ PER PERSON



Chun King Chicken Chow Mein
 served up with those crisp Chun King
 Noodles and sprinkled with Soya Sauce

For something to surprise . . . to thrill your family or guests, switch your thinking *completely*. Forget about little twists in ordinary, everyday kinds of foods. Put yourself in an Oriental mood. Here's your new idea . . . Chun King Chicken Chow Mein.

And if you're thinking that no chow mein fixed at home can come up to the fine Cantonese restaurant kind, then you don't know about the Chun King

Divider-Pak way. Savory sauce and meat in the top can. Crisp, bright vegetables in the bottom. Two cans; one neat package. You just combine, heat and serve. Wonderful eating.

You can't imagine what a *difference* the Chun King Divider-Pak makes in crispness, freshness, flavor. Remember, the *best thing is Chun King* for a complete menu change. More fun for your money!



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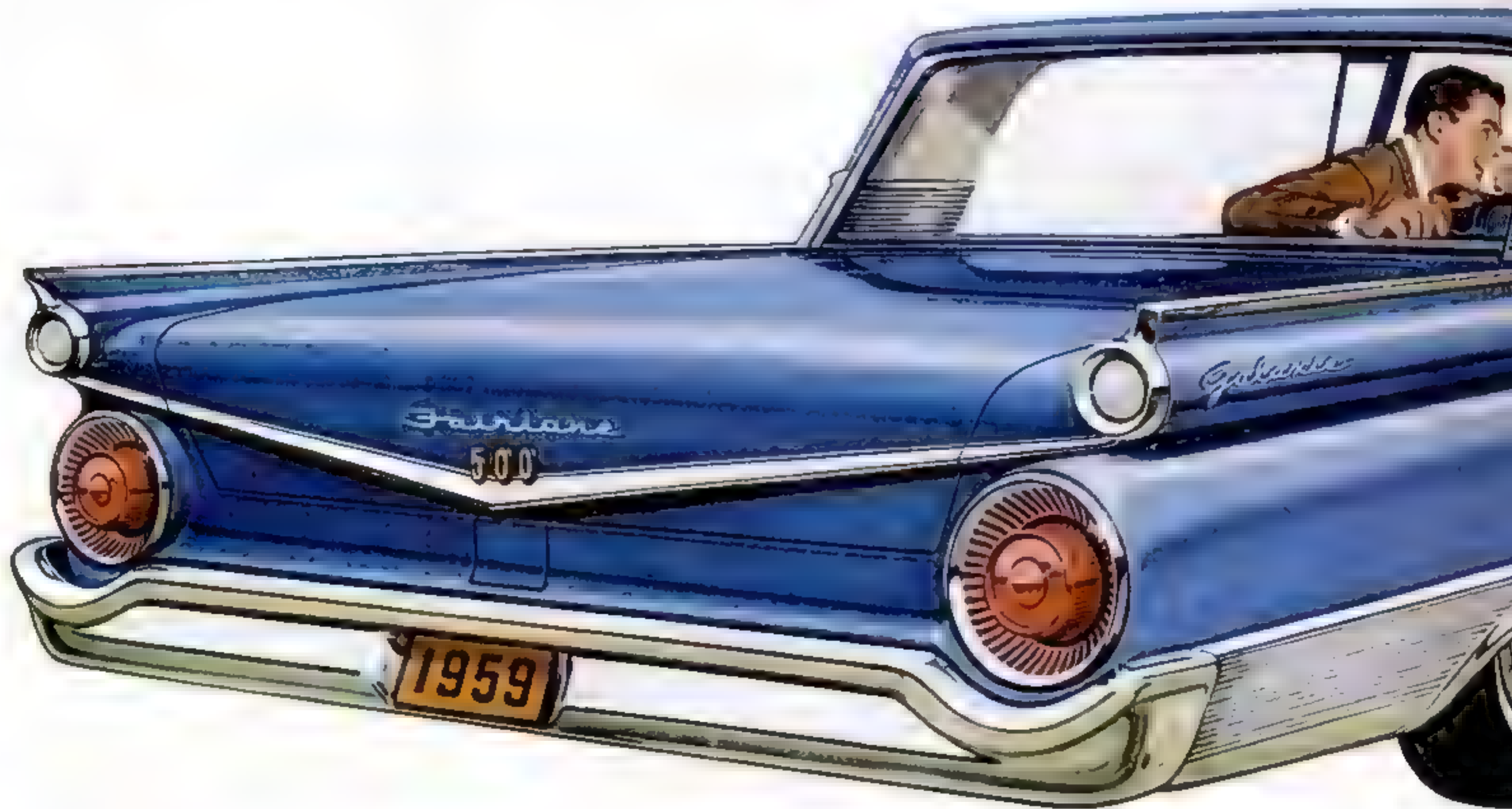
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Every Ford has SAFETY GLASS in every window

Married in style to the Thunderbird...

GLAMOUR CAR OF THE



Acclaimed by the world of style

The altogether new 59 Fords were awarded the Gold Medal for their distinctiveness of style and beautiful proportions by the *Comité Français de L'Élégance* at the Brussels World's Fair.



Acclaimed by the world of fashion

See the new Ford Galaxie in a "New Galaxie of Fashion" at Bergdorf Goodman, I. Magnin, Neiman-Marcus, The J. L. Hudson Company, Harzfeld's and many other leading stores all across America during January.



Beautiful wedding of style and luxury! The glamour of the new 4-passenger Thunderbird, *above left*, is reflected in every distinctive, dramatic detail of the new 6-passenger Ford Galaxie Club Victoria *above right*.

YEAR!



Galaxie

BY FORD

Newest of the World's
Most Beautifully
Proportioned Cars

Beautifully proportioned new Galaxie Club Victoria . . . one of six different sedan, hardtop and convertible Galaxie-styled models in the all-new line of 59 Fords.

Instantly . . . instinctively . . . you know the same men who conceived the Thunderbird must have created the Galaxie.

That Thunderbird touch of genius scintillates in every glamorous line and classic curve of this newest and smartest of 59 Fords.

There's Thunderbird genius in the eye-catching shape of the Galaxie . . . the most perfect match yet of the Thunderbird's own silhouette. And that dramatic straight-line Galaxie roof comes to you straight from the Thunderbird's own "Master" blueprint. Inside,

too, the Galaxie displays an elegant flair . . . with plush, deep-pile carpeting, specially quilted and pleated seat fabrics and built-in "bolster" armrests. And for a truly command performance, the Galaxie serves you up the thrill of authentic Thunderbird V-8 "GO."

An altogether-new line of 6-passenger Fords, the Galaxie *means* Thunderbird—in every elegant, glamorous sense of the word *except price!*

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SIZE KOOL
WITHOUT
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SWITCH FROM **HOTS**



...TO

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how badly off they were and how sorry Americans were for them, and that he "just got tired of it." So he wrote a personal letter to President Eisenhower, requesting the credits. Khrushchev continued that he was delighted when the President rejected the request. "You helped me," he said. "You showed my people that you did not really care about them. You walked right into it. You were stupid, you were fools!"

He then recalled that Peter the Great had been very grateful to King Charles XII of Sweden for defeating the Russian armies time after time in the 18th Century. Peter, finally forced to modernize his armies in order to defeat the Swedes, later felt that Charles had done him a great favor. The U.S., Khrushchev implied, had done the Soviet Union the same kind of favor with its embargoes and other restrictions by "compelling us to depend on our own resources."

We had been talking without pause for four hours when, at 7, Khrushchev said, "Let's go to the toilet." During this interlude, while Khrushchev was in the private dressing quarters that adjoin his office, I said to Troyanovsky that "I have been here far too long," but the interpreter said I should not leave unless Khrushchev suggested it. Instead of bidding me goodbye, Khrushchev proposed that we have a snack in the office and continue our talk. "We will be like you Americans, off the record," he said. That was my cue to stop taking notes, and we talked for the next three hours with the understanding that what was said would not be reported. However, nothing of great moment was lost to history. Berlin and the Geneva negotiations were never once mentioned, for example.

It was obvious from the scurrying of office aides and waiters that no meal had been planned. We proceeded from small sandwiches of bologna, cheese and crab meat through caviar and fresh fruits to broiled slices of beef and a fowl I never did identify. Khrushchev had told me earlier that he had kidney trouble, and during dinner he drank only mineral water, tea and one small glass of Armenian brandy. I had mineral water, coffee and a single glass of brandy.

At around 9 o'clock I remarked that I had met Anastas Mikoyan at a diplomatic reception, and Khrushchev said a talk with him about trade and economic competition would be good for me. Thereupon he pressed a button on his desk. When nobody responded, he pressed another button. An aide who appeared from the outer office was told to find Mikoyan. A few moments later he reported that the deputy premier was on the way from his home. I judged from this sequence of button work that Khrushchev expects Mikoyan and presumably other Soviet ministers to be around at any hour, and that when they are in their offices he summons them by buzzer.

Mikoyan arrived within 15 minutes and for another two hours the three of us carried on the same sort of discussion that I have already reported. The hands of the clock on the office wall pointed to 11:25 when Mikoyan stood up and said, "I am tired. It is time to go home." As far as I could tell when I said goodbye to Nikita Khrushchev he would have been good for another eight hours if his deputy minister had not broken up the party.



IN WEST BERLIN Humphrey stands with Mayor Willy Brandt at international hot spot: sign marking border between Red and free sectors of Berlin.

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anyone's poundage
problem. Also
discover how you can
really lose weight
if you want to,
as
Ernest Havemann
debunks America's
diet craze,
next week in

LIFE



THE DEBUTANTES IN THEIR CHORUS GIRL COSTUMES WERE INTRODUCED FROM THE STAGE. BEHIND THEM IS A 400-FOOT MURAL MRS. GUMMINS



LATIN DANCER, Marcia Fuller, wore Carmen costume. Here she enjoys a Mexican hat dance



IN RECEIVING LINE Cornelia Cummins and father, a Fort Worth oilman, greet costumed guests

← DEB'S PARENTS, THE RALPH GUMMINS, CAME AS ANTONY AND CLEOPATRA



HAD PAINTED FOR THE OCCASION. CORNELIA CUMMINS IS IN THE CENTER

New Setting for a Debutante

TEXAS GIRL APPEARS IN CHORUS LINE

"Most parties honoring debutantes are staid," says Mrs. Ralph Cummins of Fort Worth, "and our daughter Cornelia has been to half a dozen already. We decided to do something different for her." So Mrs. Cummins designed some chorus girl costumes and handed them out to Cornelia—whose formal debut had taken place last fall—and her debutante guests. The 850 other guests were told to come costumed as stage or screen or TV characters. Mrs. Cummins hired the biggest auditorium in town, the Will Rogers Memorial Coliseum, installed two bands and three bars.

Guests, who dressed as everyone from Cleopatra to Suzie Wong and Mark Antony to Wyatt Earp, danced on stage, thus entertaining those who took it easy in auditorium seats. The party certainly was different, all agreed. And Mrs. Cummins took a Texan's pride in having given, as she said, "the biggest Fort Worth deb party of the year, if not of all time."

THE L.A. GREENS WERE INDIANS AND R.O. DULANEY JR. WAS WYATT EARP →



ON-STAGE DANCING with two orchestras providing continuous music lasted till early morning when the still-energetic party-goers had to be shoed home.

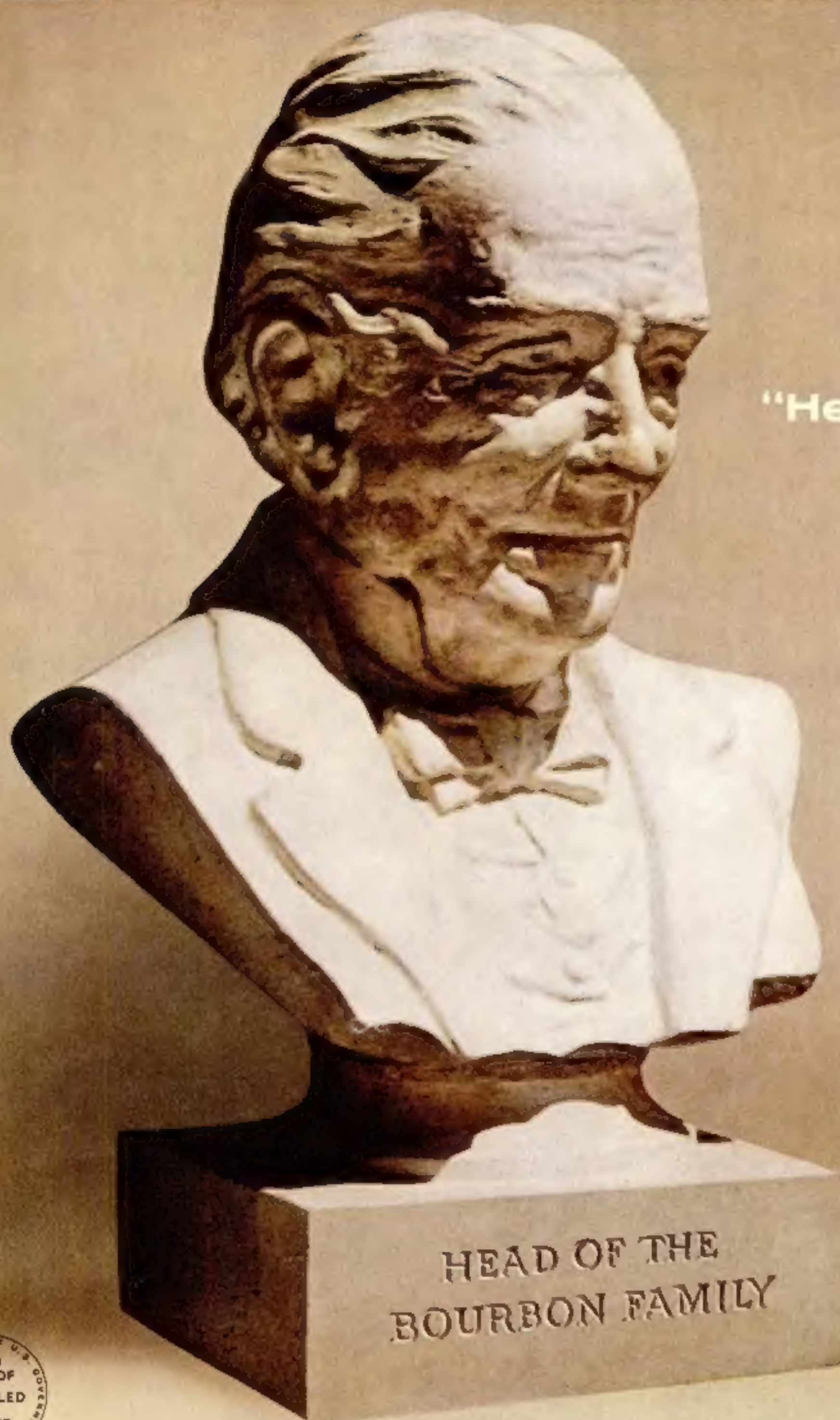


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HIDING JUST UNDER THE HUMP

A desert camel that wants to conceal itself has a peculiar problem because there's almost no hiding place out there. Photographer Rudy Herzog, traveling through Tunisia on vacation, skirted the edge of the Sahara and saw a baby camel standing with its mother. Herzog stopped and got out his camera. But the baby camel was so badly frightened by the intruder that it sought the only cover available, its mother. It didn't do much to hide the baby but it did give Herzog a good shot of a right-angled pair of dromedaries.





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